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SEPTEMBER 17, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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5 years better than we were

PERHAPS NO INDUSTRY in the world converted for war as quickly as did radio. And perhaps no industry has matured as greatly under the stress and strain of war as has radio, and WOR.

For, months before Warsaw and the tragedy of Pearl Harbor, radio, and WOR, saw reflected in the sensitive mirror of sound a few of the vast changes with which it would have to contend during the months and years to come.

Under the impact of the first war it ever had to face, WOR began to discover resources it never knew it had. In the brief space of a few months WOR grew almost unconsciously more expert in the use of its own medium. It soon realized that programs and time and the very timbre of the human voice could be trimmed, paced and modulated to do unexpected and surprisingly powerful things.

In the light of WOR's role as an increasingly important and valuable weapon of war, commercial problems were only secondary. But there *were* problems. The split-second changes that affected WOR's sponsored shows, taught the station to reprogram and replace with the speed of a finger-snap. Many of the replacements were advertisers new to radio and they laid their collective problem of proper time selection, program building and slanting, and the *major* burden of their promotion, in view of limited paper stocks, in WOR's lap.

WOR met its commercial problems with caution, but no delay. Program formulas which had worked in the past were speedily discarded for the present—and perhaps forever. New approaches to a public stunned by war had to be made quickly and economically.

How WOR succeeded, and how well, is vividly described in numerous success stories, and in the phenomenal growth of companies which once measured their sales in terms of two and three neighborhood deliveries.

It is little wonder then, that WOR today is five years better than it ever was. For WOR has not only grown in experience, as it inevitably would, but in the war-spurred elasticity, speed and profitable ingenuity, with which it can more skillfully use the powerful medium of radio to meet the great and ever-changing needs of millions of people in one of the greatest listening territories on the Eastern Seaboard.

If we were an advertiser reconverting to meet peacetime demands, or the maker of a war product facing the threat of established-brand return, we'd give more than casual thought to WOR, a great American station which has grown wise, in both war and peace, in the subtle art of making people do and say things promptly and economically.

WOR

—that power-full station,
at 1440 Broadway, in New York

MUTUAL

IN THIS ISSUE: TEXT OF FCC RULES AND REGULATIONS ON FM

XUM

The Donnelly home and farmyard. The farm is diversified, with 300 White Rock chickens, herd of hogs, a dozen cows being milked, plus corn, beans, oats, vegetable garden, and hay crop.

14-year-old Ruth Donnelly feeds the White Rocks; a 4-H worker, Ruth is a skilled cook and drives a tractor when needed.

The Donnelly family at home. Paul (left) at 17 is his father's chief helper, also is in demand by neighbors. Mrs. Donnelly has been a 4-H club leader. Next are Ruth, 8-year-old Eileen, and 2½-year-old Jeri on his father's lap. Two older daughters are married and living in homes of their own, Doris, farming, and Leona, a city dweller in California.

HERE IS OUR *Midwest America*

SHAKE HANDS WITH THE HAROLD DONNELLYS OF MIDDLE ILLINOIS: PART OF THIS BIG, FAMILY MARKET

WE'D like you to meet Harold Donnelly and family of Lee County, Illinois. They're *old friends* of WLS . . . and they are like so many other folks in this easy-to-reach Midwest Market.

The Donnellys use electricity, central heating, telephone, radio and car in daily living. They buy food and hardware, automotive supplies and things electrical, drug items and dry goods; everything a *family* needs. Operating a going farm business, 240 acres of it, they are also a market for machinery, feed, seed, fence.

Our 6:45 a.m. news is a Donnelly family habit; Dinnerbell Time and WLS Feature Foods are other favorites. Mrs. Donnelly explains their listening loyalty with the simple statement: "*WLS is the best all-around station.*" She speaks from 21 years of WLS listening experience.

WLS receives a million letters a year, many of them from families like the Donnellys; families of everyday Americans on farm, in town, city and suburb.

Old friends of ours, these folks have *confidence* in WLS and its advertisers. This confidence will give *your merchandise* friendly acceptance in a market of over 14 million people. For added facts to help you meet today's selling problems in Midwest America, call any John Blair man.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Local boy makes good listening

• Thousands of Philadelphians follow Melvin K. Whiteleather's authoritative comment on foreign affairs in *The Evening Bulletin*, the largest evening newspaper in America. Whiteleather, a veteran foreign correspondent, knows the world scene and the men who make the news. He is now heard every week-day evening on his own program over WPEN.

• The program is one of the many introduced by WPEN since *The Evening Bulletin* assumed ownership and management of this independent station. The shows appeal directly to the interest of listeners in the Philadelphia area.

• WPEN is becoming known in Philadelphia as the station that carries the news. There's a five-minute newscast every hour —direct from *The Bulletin* news-rooms.

950

WPEN

...the Station for Philadelphians

And WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

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XUM

BROADCASTING... at deadline

Closed Circuit

DON'T LOOK for an NAB convention in 1945 despite lifting of ODT travel and convention ban. Annual business already has been conducted by mail, with annual report submitted to membership. Besides, large attendance (1000-1200) probably would be frowned upon with peak troop travel to continue through spring.

BROADCASTERS' mission to Pacific theater as sequel to recent successful ETO tour postponed temporarily because of conditions incident to Jap collapse and desire of MacArthur headquarters to complete preliminary occupation. War Dept. says trip isn't cancelled, merely postponed.

WHILE l'affaire Elliott Roosevelt is being scrutinized by House Ways & Means Committee, Internal Revenue Bureau officials still are attempting to ferret out new facts about Elliott's loans anent Texas State Network and Transcontinental, which folded before it started in 1939. Elliott is understood to have advised committee his debts amounted to between $300,000 and $500,000 and that his net wealth is now "zero".

ALTHOUGH U. S. Court of Appeals for District of Columbia, which hears radio cases, will have full quota of six judges for first time in three years, there may be another vacancy soon. It is generally believed Chief Justice D. Lawrence Groner, in 73d year, may decide to retire soon.

WHILE IT'S in record-shattering mood, FCC this week or next is expected to loose new allocations and rules for television as soon as mimeographs can churn it out.

SET and parts manufacturers, stopped dead by OPA, expect to get hearing before Special Senate War Investigation Committee (former Truman committee). Investigator for committee is looking into complaints by set makers that OPA won't issue price formula for receivers. Also he is studying complaint by parts makers that recent OPA increases won't permit them to sell at profit. Result, parts makers are producing for inventory only; few receivers coming off production lines.

LOOK FOR National Council of Christians & Jews and Federal Council of Churches to ask opinion from U. S. Attorney General on possible violations of religious freedom as result of action by James C. Petrillo in barring AFM members from TV broadcast of Jewish religious services over WBKB Chicago Sept. 6.

WHEN JUSTIN MILLER is inaugurated as NAB president in Washington Oct. 2 at dinner —attendance 900-1,000—toastmaster most likely will be Don Elias, WWNC Asheville, newspaper publisher, broadcaster and raconteur. FCC Chairman Paul A. Porter will speak, along with Judge Miller and retiring President J. Harold Ryan.

WHITE HOUSE may act if U. S. information officials can't agree on plan to siphon Federal

(*Continued on page 102*)

Upcoming

Sept. 17: NAB Radio News Committee, Palmer House, Chicago.

Oct. 1-2: NAB Board Meeting, inauguration President Justin Miller, Oct. 2, Washington.

Oct. 3: NAB Legislative Committee, Washington.

Oct. 10-11: RMA-Canadian RMA joint meeting Westchester Country Club, Rye, N. Y.

Bulletins

NATIONAL War Labor Board upheld decision of its regional board requiring WOV New York to employ minimum of 12 musicians. Regional decision had reversed trial examiner, who had called quota system "featherbedding", declaring it had no power to change practices agreed to in collective bargaining.

TENTATIVE plans by which NAB would distribute local station allocations announcements for U. S. agencies to all stations was drafted Friday at meeting of federal information specialists. Government committee would provide packet for NAB to send out. Plan later might include network and national spot allocations, which War Advertising Council handles until Dec. 8.

NEGOTIATIONS between American, NBC and NABET were proceeding late Friday "with very good spirit on both sides" and were scheduled to continue on Saturday and as long thereafter as is necessary to complete the new contract.

CANADA changes from daylight saving to standard time at 2 a.m. Sunday, Sept. 30.

RADIO WEEK NOV. 4

NATIONAL Radio Week, observing 25th anniversary, will be week of Nov. 4, date selected by NAB public relations committee and network anniversary committee. First meeting of net group to draw plans and set theme will be held Sept. 19. NAB public relations committee will meet next week. Commemorative statuette is to be presented by Radio Mfg. Assoc. and replicas to all stations and networks. RMA plans big advertising and publicity campaign in national and local media to observe week.

Business Briefly

BAKER FOR QUAKER ● Quaker Oats Co., Chicago, will sponsor transcribed quarter-hour kid show *Quaker Breakfast Parade* featuring Two-Ton Baker, in a few weeks. Show starts Oct. 8 on nine Don Lee stations, six times weekly, 7:30-7:45 a.m. Agency, Ruthrauff & Ryan.

RESORT ACCOUNT ● David O. Alber Assoc., New York, has been placed in charge of radio exploitation for Atlantic City, New Jersey resort. Campaign will start Oct. 1 and continue throughout year.

REYNOLDS AUDITIONING ● R. J. Reynolds Tobacco Co., Winston-Salem, N. C. auditioned a new variety show Thursday for possible replacement of *Thanks to The Yanks* Monday, 7:30-8 p.m. on CBS. Audition was given before

(*Continued on page 102*)

Cuba Opposes Havana Treaty Extension

CONTROVERSY over North American broadcast allocations erupted at Third Inter-American Radio Conference at Rio de Janeiro last week, with Cuba opposing extension of North American Regional Broadcasting Agreement, on which standard allocations are now based. Move may force holding of North American conference on broadcast allocations prior to March 29, 1946 when NARBA agreement (Havana Treaty) expires.

Canada proposed two-year extension, U. S. only one year, or until March 29, 1947. NARBA became effective in 1941.

While Rio agenda did not cover broadcasting, Cuba previously had indicated the desire to bring it up. It is now learned Cuba stated it would refuse to renew the agreement even for one year. Cuba contends it is unable to use more than 70% of the channels allotted it at night and wants new treaty. Complaint is against 650-mile separation limit on channels utilized by Class I-A (clear) stations. Compromise is sought but U. S. delegation is discouraging discussion of new terms until a North American meeting can be held.

Neither Commissioner E. K. Jett nor FCC Chief Engineer George P. Adair is attending Rio conference. They would be the principal representatives at the North American conference when held. Unless all signatory nations agree to extension of NARBA, North American conference prior to next March is deemed inevitable.

State Dept. on Sept. 12 received a delayed April communication from Cuban Ambassador opposing extension until after Rio conference.

Informally proposed at Rio by Uruguay was formation of a Pan-American Assn. of Broadcasters to protect hemisphere interests at world conferences. Meeting to establish such an organization is scheduled at Havana March 15.

Rio conference probably will adjourn between Sept. 20 and 25. Prompt steps then will be taken to convene North American conference on NARBA.

XUM

Which St. Louis Station?

During the five-day period, August 24th to 28th, while the St. Louis Newspaper Strike was in its second week, Edward G. Doody & Company, radio research bureau, asked 2,624 St. Louisans this question:

Which Radio Station Have You Been Listening to Most for News Broadcasts During the Newspaper Strike?

Of the 2,135 listeners who expressed a preference, the answers were:

KSD-40.4%

STATION "B"-28.1%
STATION "C"-14.2%
STATION "D"-10.1%
ALL OTHERS - 7.2%

At a time when RADIO was virtually the sole source of News in St. Louis, KSD's traditional thoroughness and reliability of news coverage—and KSD's policy of not permitting its news broadcasts to be interrupted by middle commercials—made possible this re-affirmation of KSD's position as the station which more St. Louis listeners prefer for the NEWS.

●

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the AP radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

XUM

THE MENNEN COMPANY

Five 5-Minute programs per week
. . . New contract through . . .

Duane Jones Co., N. Y., N. Y.

DOUGLAS COUNTY BANK

One 30-Minute Class "A" program weekly of "Wake Up America" . . .

. . . Now in SECOND year . . .

Basic American
November 1, 1945

KOIL Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS 1290 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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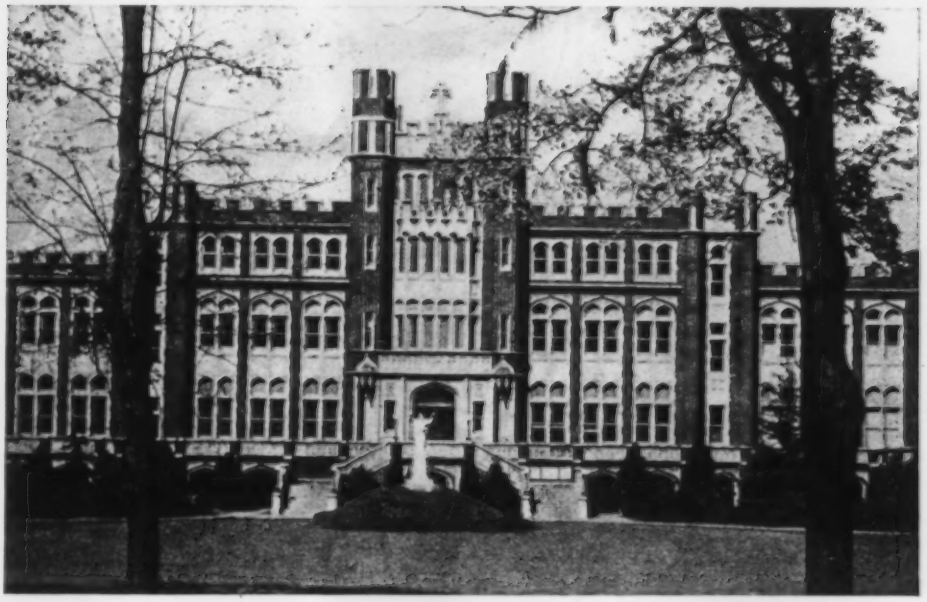
FOR NEW ORLEANS' FEATURED ENTERTAINERS

FOR EDUCATIONAL PROGRAMS SPONSORED BY A GREAT UNIVERSITY



Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

"In my opinion, Snodgrass, this 'Night Shall Be Filled With Music' program needs a little bigger studio and a trifle less showmanship."

another full year at the top of the heap

Of the 22 different network daytime programs that Hooper listed among Chicago's "top 10" between May 1944 and April 1945...

17 WERE HEARD OVER WBBM

and 13 of the 17 rated HIGHER *locally* on WBBM than they rated *nationally.** In fact, throughout the whole year only *five* non-WBBM programs made Chicago's "top 10" and they had LOWER ratings locally than nationally.

INEVITABLE CONCLUSION:

If you're interested in daytime radio—WBBM is a *must* in Chicago.

*C. E. Hooper, May, 1944—May, 1945. Mon.—Sat. daytime, 8 A. M.—6 P. M.

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS

XUM

One
WWDC
spot sells
5,000 chicks!

PHOTO COURTESY AMERICAN AIRLINES

One spot on WWDC in Washington sold 5,000 chicks for Judge Hunt's Hatchery in Rockville, Maryland.

Just one spot. We don't think we can sell everything as fast as that . . . but we do know that WWDC has the kind of alert listeners who buy and buy.

If you'd like to crack the Washington market . . . WWDC is a good bet to bank on.

WWDC
the big sales result station in Washington, D. C.

Represented nationally by
WEED & COMPANY

My Impression of Europe

(First of a series by members of the U. S. Mission to ETO)

By COL. E. M. KIRBY

Chief, Radio Branch, Army Public Relations, Escorting Officer of Mission

Col. Kirby

FROM THE VIEWPOINT of the Army, the most important result of the American Radio Mission to Europe is the fact that it returned with the conviction that the United States must maintain an Army of Occupation in Germany for one or two generations—however long—to insure the peace for which thousands of our men gave their lives.

In the midst of post-war industrial reconversion, we are apt to forget that the German people also must be reconverted from the ways of war to the ways of peace. This applies with equal force to the Japanese. If the Mission brought home no other conclusion, then, indeed, it has been more than justified, for this fact must be proclaimed from every radio transmitter in the land, again and again, until war and rumors of war take their place as museums in the history of mankind.

I know the mission brought home other convictions of importance and interest to broadcasters. Not among the least of these is the conditioning of the public for the return of our soldiers. No one could fail to be impressed with the job American radio has done for the morale and information of our troops; what it is continuing to do. And no one could fail to be impressed that by any standard of comparison, the end product of American radio is demonstrably superior to that of

(Continued on page 96)

Sellers of Sales

VIVACIOUS and curvacious, charming and capable, (Winifred) Lee Williams started up the radio ladder as a professional pianist and has attained the peak as radio director for Fuller & Smith & Ross.

Born in St. Joseph, Mich, in 1911 Lee was on the stage as a pianist at the age of 12. She majored in music after graduating from high school at the Fine Arts School in Chicago. When the depression came along Lee decided that she "wasn't the greatest musician in the world" and went to work selling Westinghouse home appliances. A year later she switched to a job as buyer for a department store.

LEE

In 1935 she discovered that WJIM was going to open in Lansing. She applied for and was hired as a staff pianist and organist. One day after a short while with the station, Lee was handed a script and asked to read the spot announcements because the gal who usually read them didn't show up. Still protesting that she couldn't read, Lee went on the air with the commercials. From that date on she read copy, wrote and produced her own shows.

Three years later—1938—Al Pierce and his *Watch the Fun Go By* show on CBS played a guest spot in Lansing. Mr. Pierce was so impressed with the array of talent that Lee had lined up he hired her to do publicity.

Lee arrived in New York at the Beekman Towers Hotel. The first man she spoke to in New York, the man who checked her into the hotel, John Harris Baker, became her husband nine months later.

In 1939 when the Al Pierce show moved to California, Lee resigned and joined the Fred Coll publicity organization. In June 1940 she became associated with Fuller & Smith & Ross as a scriptwriter for *Westinghouse Musical Americana* on NBC. In quick strides Lee jumped from writer to business manager. In 1942 she became an account executive and the latter part of the year radio director. Among her most active accounts are Aluminum Co. of America, N. Y.; Mark Cross, New York; Presto-Recording, New York; New York University; Westminster Ltd., and New York and Commonwealth Shoe & Leather Corp., Whitman, Mass.

SELL PROFITABLY WITH
WDEL
Wilmington
Delaware
coverage!
in a consistently prosperous industrial and agricultural area—Delaware, southern New Jersey, parts of Pennsylvania, Maryland and Virginia.
5000 WATTS
day & night
listener loyalty
—this station carries all the popular NBC programs—builds interest with effective local programming.
NBC BASIC STATION

Represented by
RAYMER

4th Birthday

KVOO

...TMENT

Typical of the KVOO farm department's personalized down-to-earth activities, designed to do everything possible for the advancement of agriculture in Oklahoma and the Southwest, is the above scene. Burnis Arnold, KVOO farm editor, is interviewing Nolan Vinson, Manager of Barwood Stock Farms in Tulsa County.

Since KVOO organized the first radio station farm department in Oklahoma four years ago, there has been no fancy ballyhoo, but a consistent day-by-day cooperation with farmers and stockmen—a policy which has made KVOO the No. 1 farm station in Oklahoma. We pledge to continue to maintain Oklahoma's best radio farm department.

CLAUDE SMITH

BREEDER OF
DOMINO HEREFORDS,
SHEEP AND HOGS
STROUD, OKLAHOMA

August 11, 1945

Mr. W. B. Way
Tulsa, Oklahoma

Dear Mr. Way:

I do not know whether you know how much your KVOO farm department means to us farmers and I am sure that we are very lax in letting you know how this department has helped us in all phases of farming and livestock raising. Burnis has been present at every worthwhile meeting held in the State that affects anything that has to do with farming and he has given us more information than if we had been present. This has meant a lot to me, as I have been short on help, gasoline and tires and could not attend these meetings.

A year ago I had some extra Wintok winter oats for sale and I did write Burnis a letter to this effect. This letter was read one morning on the morning program and by night I was sold out of oats. I shipped oats to Arkansas City, Coffeyville, a truck load to Eufala, to Ramona, Vinita and a dozen other towns. I did not thank KVOO but made up my mind that this year, as KVOO had been so nice to me, I would pay them to advertise my oats this year. I finished threshing yesterday at noon and I tried to call you all afternoon and evening and this morning you had gone to the farm, so I talked to Bud Jackson and he said for me to come on over and talk with Burnis. This I did this morning. I found Burnis to be a very cordial young man. I presented my 1000 bu. of oats for sale and offered to pay for the advertising of oats for sale and informed me that it was a part of the KVOO farm department to be of service to the farmers in any way they could be.

Now Mr. Way I appreciate this service and I do not just know how I am going to repay you but at some time or other it will be done.

Again thanking you for all the benefits I have received from KVOO.

Respectfully yours,

Claude Smith

RADIO STATION KVOO Tulsa

A NEW APPROACH TO...

XUM

JOINTLY PLANNED

• It's coming... *NBC's 1945-46 Parade of Stars*... Radio's most effective year-round promotion campaign... now better than ever because it's *custom-made!*

For the first time in the history of radio's greatest promotion drive, this entire campaign was jointly planned in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies, (4) radio stars.

The result of this co-operation is that the Parade of Stars band-boxes—now being put to use by NBC stations from coast to coast—contain a collection of the most effective promotional tools ever used for the NBC Parade of Stars.

More and better recordings made with the help of Radio's greatest stars, newspaper advertisements, scripts of live shows, the displays, the promotional folders, the publicity stories and pictures—all add up to radio's biggest big-time exploitation.

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs designed to continue to keep NBC *"the network most people listen to most."*

National Broadcasting Company

America's No. 1 Network

A service of Radio Corporation of America

XUM

"Good work, boy! Repello Cigars now rank 54th . . . . and I mean rank!"

● Even spot broadcasting can't sell a poor product. But given something to plug that people really should be buying, national spot usually starts the cash registers tinkling like sleigh bells!

Why? Because, more than any other medium, it enables you to apply concentrated sales pressure at the time and place where your *best prospects* are waiting for you.

Next time you're planning a campaign for a swell article, let us help, will you? We hate to brag, but we'll bet we can bring you some good ideas!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

IOWA

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

SOUTHEAST

WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

SOUTHWEST

KOB	ALBUQUERQUE
KKEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA

PACIFIC COAST

KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 360 N. Michigan Franklin 6378 | NEW YORK: 444 Madison Ave. Plaza 5-4180 | DETROIT: 645 Griswold St. Cadillac 1880 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 329 Palmer Bldg. Main 5667

XUM

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 12 WASHINGTON, D. C., SEPTEMBER 17, 1945 $5.00 A YEAR—15c A COPY

FCC Settles FM Allocations and Rules

53 Stations Get Frequencies; Licensees Have Till Sept. 25 to File Objections

(*Text of New FM Rules and Regulations on page 28A*)

By JACK LEVY

RELOCATION of FM broadcasting in its new home in the radio spectrum began last week with the assignment by the FCC of 53 frequencies in the 92-108 mc band to existing FM stations and outstanding construction permits. Simultaneously the FCC made public revised integrated rules and regulations to govern FM.

Licensees and permittees were given until Sept. 25—an additional five days beyond the deadline set in the FCC policy statement of Sept. 3—for filing objections to the assignments.

In preparation for the task of processing 490 applications for new FM stations (see list on page 40), the Commission also made known for the first time the specific frequencies to be available for FM broadcasting, commercial as well as noncommercial.

The Commission divided the nation, for allocation purposes, into two areas, assigning 20 channels from 104.1 to 107.9 mc inclusive for community stations and 60 channels from 92.1 to 103.9 mc inclusive for metropolitan outlets. The remaining 20 frequencies (88.1 to 91.9 mc inclusive) are reserved for noncommercial stations.

20 kw in Area I

In Area I, the Commission limited metropolitan stations to a maximum of 20 kw power with a nondirectional antenna of 500 ft. in height, but requiring that less power be used where greater antenna heights are available. Notice was given that in this part of the country "the service area of metropolitan stations will not be protected beyond the 1000 uv/m contour and such stations will be located in such a manner as to insure insofar as possible, a maximum of FM service to all listeners, whether urban or rural".

Area I includes Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, District of Columbia, southern New Hampshire, southeastern New York, eastern Pennsylvania and eastern Maryland. Area II embraces the remainder of the U. S.

Community stations are limited to a maximum power of 250 w and maximum antenna height of 250 ft. Higher antenna will be allowed where shown necessary but in such cases the Commission may require a reduction in power. Community stations on the same channel must be separated by a minimum of 50 miles and those on adjacent channels by 35 miles.

In Area I the 104.1-107.9 mc band (20 channels) will be available for community stations but until more FM stations are authorized the Commission will not permit stations in principal cities of metropolitan districts in this area which have four or more standard stations. In Area II the 104.1-105.9 mc band (10 channels) will be available for community stations and, as is the case in Area I, "may be used in any community which is not the principal city of a metropolitan district".

The 10 channels from 106.1 to 107.9 mc available for community stations in Area I but not in Area II, the Commission explained, will be assigned later in Area II "in accordance with the needs of the area as shown by future developments. In the meantime they will be available for facsimile".

Rural Stations

Rural stations, the Commission announced, will not be licensed in Area I as it is presently constituted but if the area is extended to include contiguous territory consideration will then be given to assigning rural stations in this region. The 60 channels available for metropolitan stations will also be available to rural stations.

The Commission said that it will consider the additional area beyond the service area of a metropolitan station as predominantly rural "if at least 50% of the population proposed to be added within the 50 uv/m contour live in rural areas or in communities smaller than 10,000."

The designation of frequencies in the 88-108 mc band was included in the final rules and regulations promulgated for FM (Report No. 120) which includes not only the rules set forth in the Commission's Aug. 24 report but also those applicable to FM which are contained in Parts 1, 2 and 3 of the present regulations. The new form brings together rules governing construction, licensing and operation of FM.

The Commission stated that eventually the rules governing television, standard broadcasting, citizens' radio and other services will be revised in a similar manner.

In making public its assign-

(*Continued on page 86*)

EXISTING FM STATION ASSIGNMENTS

(Includes Outstanding CPs)

METROPOLITAN STATIONS

City and Call Letters		Channel Number	Radiated Power	Antenna Height Above Average Terrain	Frequency
Baton Rouge, La.	WBRL	41	20 kw	500	96.1
Binghamton	WNBF-FM	44	10.5 kw	657	96.7
Boston	WBZ-FM	39	20 kw	455*	95.7
Chicago	WBBM-FM	57	10 kw♯	668	99.3
Chicago	WDLM	59	20 kw♯	479♯	99.7
Chicago	WEHS	61	12 kw♯	616	100.1
Chicago	WGNB	55	20 kw♯	472*	98.9
Chicago	WWZR	55	12 kw♯	611	98.5
Columbus	WELD	33	20 kw	341*	94.5
Detroit	WENA	45	10.5 kw	663	96.9
Detroit	WLOU	43	20 kw	362*	96.5
Evansville	WMLL	34	20 kw	281*	94.7
Fort Wayne	WOWO-FM	40	20 kw	300*	95.9
Hartford	WDRC-FM	32	7.0 kw	758	94.3
Hartford	WTIC-FM	28	9.5 kw	673	93.5
Indianapolis	WABW	35	20 kw	290*	94.9
Kansas City	KOZY	60	20 kw	500	99.9
Kansas City	KMBC-FM	50	20 kw	500	97.9
Milwaukee	WMFM	22	20 kw♯	310*	92.3
Nashville	WSM-FM	61	8.5 kw♯	720	100.1
Philadelphia	KYW-FM	26	20 kw	382*	93.1
Philadelphia	WCAU-FM	38	20 kw	366*	95.5
Philadelphia	WFIL-FM	32	20 kw	464*	94.3
Philadelphia	WIP-FM	30	18 kw	520	93.9
Philadelphia	WIBG-FM	36	20 kw	358*	95.1
Philadelphia	WPEN-FM	40	20 kw	455*	95.9
Pittsburgh	KDKA-FM	31	6.5 kw	783	94.1
Pittsburgh	WTNT	33	20 kw	500	94.5
Rochester	WHEF	53	20 kw	387*	98.5
Rochester	WHFM	55	20 kw	261*	98.9
Salt Lake City	KSL-FM	61	8.5 kw	720	100.1
Schenectady	WGFM	37	6 kw	805	95.3
Schenectady	WBCA	39	6 kw	805	95.7
South Bend	WSBF	67	20 kw	312*	101.3
Springfield, Mass.	WBZA-FM	56	20 kw	500	99.1
Superior, Wisc.	WDUL	22	20 kw	500	92.3
Worcester, Mass	WTAG-FM	71	20 kw	477*	102.1
Worcester, Mass.	WGTR	69	9.5 kw	680	101.7
Alpine, N. J.	WFMN	65	6.0 kw	795	100.9
New York, N. Y.	WQXQ	63	11.5 kw	632	100.5
New York, N. Y.	WABF	53	15 kw	567	98.5
New York, N. Y.	WGYN	61	4.0 kw	905	100.1
New York, N. Y.	WFGG	59	7.2 kw	747	99.7
New York, N. Y.	WHNF	57	20 kw	455*	99.3
New York, N. Y.	WNYC-FM	51	15 kw	560	98.1
New York, N. Y.	WBAM	45	15 kw	559	96.9
New York, N. Y.	WABC-FM	47	5 kw	850	97.3
New York, N. Y.	WEAF-FM	49	1.6 kw	1258	97.7
Jersey City, N. J.	WAAW	41	13.5 kw	590	96.1

RURAL STATIONS

(Located at present sites)

Mt. Washington, N. H.	WMTW	50	10 kw		97.9
Winston-Salem, N. C.	WMIT	47	200 kw		97.3

The following metropolitan stations may operate from their present sites with the power indicated below until such time as the Commission considers all of the applications in the Los Angeles area.

Los Angeles, Calif.	KHJ-FM	59	4.8 kw♯	870	99.7
Los Angeles, Calif.	KTLO	61	4.8 kw♯	870	100.1

* This antenna height is based upon previously authorized antenna construction, and a minimum antenna height of 500 feet above average elevation will be required in the future unless a showing is made to the contrary that such an antenna height is not feasible.

♯ These stations in Area II have been assigned power less than presently authorized. The question of operating with higher power is presently under study.

XUM

NABET Strike Ends After 25½ Hours

Dispute With Nets Taken to U. S. Conciliator

A NATION-WIDE strike of NABET engineers at all owned stations of NBC and American was ended at 7:30 p.m. last Thursday night after being in effect for 25½ hours. Network schedules were disrupted for several hours on Wednesday evening but by the following morning, with engineering executives of the companies at the controls and the transmitters, service was restored to practically normal.

With the end of the unexpected and unauthorized strike came an announcement by U. S. Labor Conciliator J. R. Mandelbaum that the men had returned to work and that representatives of the two networks and of NABET had resumed negotiations on a new contract.

Walkout came after the networks had received wires on Wednesday from A. T. Powley, NABET president, giving them a 30-day strike notice in accordance with the Smith-Connally Act. Shortly before, company and union officials had ended an all-day session of negotiations which had been in progress since preceding Friday.

Union and network officials reassembled Wednesday evening, but when the session broke up at 12:30 a.m. the networks reported only that the union would endeavor to get its men back to work in the morning and that when the men returned to their posts the networks would be willing to resume negotiations. Meeting, held in the office of Mark Woods, American president, with Mr. Woods, Joseph McDonald, network attorney, Keith Kiggins and Robert Kintner, vice-presidents, representing American.

NBC conferees included Edward F. McGrady, RCA vice-president in charge of labor relations; John MacDonald, vice-president in charge of finance; Charles F. Detmar Jr., attorney. Union group included Mr. Powley; Harry E. Hiller, executive secretary; F. C. Schnepper, head of the Chicago chapter; Patrick Simpson, councilman at American in New York; Reid Davis, councilman of NBC's engineering chapter in New York; Thomas Dunn, counsel.

The attorneys met briefly Thursday afternoon in an effort to work out a plan for resumption of negotiations, but first announcement came when the men returned to work at 7:30 p.m. Mr. Mandelbaum joined the group at their Thursday meeting and was again present when the conference was resumed at 11 a.m. Friday in the NBC board room, both union and network representatives having agreed to go forward under his auspices.

Direct cause of the breakdown was the refusal of the networks to accept the union's demands for wage increases of 40% to 60% and the refusal of the NABET committee to make any modification of those demands. According to a statement issued Thursday by NBC, the NABET negotiating committee "stated that it had no authority to bargain on any other wage basis and in effect said that their demands were an ultimatum.

"Late yesterday (Wednesday) afternoon," NBC continued, "we urged the committee to abandon its ultimatum position and to secure from their members authority to bargain collectively with us. We felt that we could reach an agreement satisfactory to both sides by that procedure. We urged that, failing to agree on further negotiations on any other basis than the terms of the ultimatum, both sides submit to arbitration. In the present contract . . . the union agreed to arbitration . . . should disputes arise."

A statement issued Wednesday evening by NABET's headquarters in Washington put a somewhat different interpretation on the events of that afternoon's meeting. According to the union, the networks questioned the authority of the committee to speak for the NABET membership, and "after all of the members were advised that the companies would not bargain with the committee the engineers in the networks refused to work."

The union's charge that the networks refused to continue negotiations with its committee was vehemently denied by both networks. Mark Woods declared: "This charge is absolutely without foundation. We have always recognized NABET as the bargaining agency for engineers in our employ."

Although the wage question was apparently the immediate cause of last week's strike, difficulties in the NABET-network relationship date back to January of last year, when NBC and American (then the Blue network) signed contracts with the American Federation of Musicians giving AFM jurisdiction over the handling of recordings at their owned and operated stations, effective June 1, 1944.

Mr. Powley had charged the nets with "stalling again for fear that

(*Continued on page 87*)

STRIKE SIDELIGHTS

IRONICAL angle to the strike is that it proves the contentions of NBC and American that NABET is a bona fide union and not a company dominated organization, as James C. Petrillo and his musicians insisted during their battle to take control of the platter turners away from NABET. "Maybe Jimmy'll believe us now," a network spokesman said Wednesday, "but it's certainly making our point the hard way."

* * *

WASHINGTON was the chief trouble spot during the 25½ hours the NABET boys were off duty. NBC lost several scheduled pickups for that city and American brought Martin Agronsky, Earl Godwin and Raymond Swing to New York. NBC estimated that about 350 of its technical employes were out on strike at the network studios and at WEAF New York, WMAQ Chicago, WTAM Cleveland, KOA Denver, KPO San Francisco, WRC Washington. American said that

(*Continued on page 87*)

Drawn for BROADCASTING by Sid Hix

"It's Tokyo Rose, Sir—She wants to know if you need an announcer!"

FCC Finds Total Time Sales Were $246,339,532 In 1944

TIME sales for the major and regional networks and 875 standard broadcasting stations during 1944 totalled $246,339,532, the FCC reported last Friday.

The figure compares with $195,704,153 for the networks and 841 stations in 1943, or an increase of 25.87%.

(BROADCASTING'S *Yearbook* estimated time revenues at $285,100,000, or a gain of 25% over 1943, projected for all networks and approximately 900 commercial stations).

Revenues from sales of talent and other incidental broadcast activities by networks and stations last year were reported at $28,959,079, or an increase of 47.6% over 1943.

Operating income, after deducting operating expenses and before federal income taxes for the networks and stations were reported by the Commission at $90,272,851 or an increase of 35.8%.

The Commission noted a "substantial improvement in operation results for 1944. Excluding key stations of major networks, whose operations were not sufficiently segregated, average broadcast income of clear channel stations with 50 kw power were reported at $496,247, an increase of 24% over 1943.

Clear channel unlimited time stations of five to 20 kw power which submitted reports averaged $129,534 or a gain of 109.4%.

Time sales of the four major networks and their ten key stations were reported at $84,068,954 as compared with $71,027,292 for 1943.

The average broadcast income reported by regional unlimited stations amounted to $114,380, an increase of 43% over 1943. Local unlimited time stations showed average broadcast income of $23,421 per station in 1944 a gain of 84% over the previous year.

Local unlimited time stations affiliated with major networks reported average broadcasting income at $25,815, a gain of 70.8% over 1943, while local unlimited time stations not affiliated with a major network averaged $13,900, an increase of 85.58%.

The Commission reported losses by 41 of the 875 stations in 1944 as compared with 94 of the 841 stations in 1943, with the average loss per station in 1944 at $3,764 as against $5,348 in 1943. Of the 41 stations reporting losses 27 were affiliated with major networks.

New Plans Studied for U.S. Use of Radio

WAC Takes OWI's Net Allocation Project

By J. FRANK BEATTY

ADOPTION of a temporary network allocation plan by which U S. messages will be channeled by the War Advertising Council brought hope over the weekend that Federal agencies will not return to the mad scramble for time that existed prior to OWI channeling of material.

As the week closed information specialists from many U. S. agencies were meeting, along with NAB spokesmen, to discuss plans to avoid the pre-war battle royal for radio time. All agreed that some plan should be worked out to channel all U. S. radio needs through a clearing house, as done during the war by the OWI. The WAC plan covers only part of the allocation setup, the use by sponsors of air time on networks and groups of stations.

Possibility that the matter would receive White House consideration was mentioned, though no official word came from Presidential sources.

OWI was buried, for all practical purposes, last Saturday but several of its functions live on.

Domestic Radio Bureau, which handled allocations to stations, expired along with its 13 regional offices. Of its two main functions, the Network and National Spot Allocation Plan was shifted to WAC but the Local Station Announcement Plan awaited the result of the weekend discussions.

OWI's Overseas Branch continues as usual, but under jurisdiction of the State Dept. where its future will be decided after William Benton takes office as Assistant Secretary of State.

Dalton Liquidator

Liquidation of OWI itself is in the hands of Neil Dalton, who is serving as Acting Director following resignation of Director Elmer Davis. Mr. Dalton was director o the OWI Domestic Branch, on leave from the *Louisville Courier-Journal* where he is assistant to the president. Mr. Dalton said he believed he would clean up the liquidation task by mid-October.

President Truman highly praised Mr. Davis for his achievements during his service of nearly fou years. He emphasized OWI's outstanding contribution to victory and referred to the fact that he had received more than his "share of brickbats" as part of his reward. "Under your wise leadership the American people were kept fully informed concerning their Government's wartime program," the President told Mr. Davis.

In resigning, Mr. Davis informed the President that Edward Klauber, Associate Director and former CBS executive vice-president, had presented his resignation. He suggested that liquidation be entrusted to Mr. Dalton.

Under the WAC handling of the Network and National Spot Allocation Plan, several of the former Domestic Radio Bureau personnel will continue to serve. Expense of the operation, which closes Dec. 8 with windup of the Treasury's Victory Loan, will be borne by the Treasury.

Joseph A. Ecclesine, former head of the Bureau's Allocation Division, will be in charge of the WAC operation. Gordon Kinney, Lee House and Virginia Russell will assist him in Washington. Harold Rosenberg will take charge in New York, Mrs. L. S. Schwartz in Chicago and Robert Coleson in Hollywood.

Chaos Threatened

Though Treasury may ask top rights to participation in the Network Allocation, all U. S. agencies will be entitled, as before, to their share of facilities. Treasury normally would be entitled to a heavy share during the period of the loan. The Hold Prices Down drive also will be entitled to a good portion of facilities. In any case, apportionment of radio time will be handled as in the past by Mr. Ecclesine's staff.

In a message to advertisers James W. Young, Council chairman, pointed out that "sudden termination of the OWI Domestic Radio Bureau not only left certain war related campaigns without adequate organized radio support, but threatened to put the industry into the same chaotic conditions which existed prior to the formation of the Radio Bureau."

Recalling that the allocation plans operated by OWI had been created by the Council's Radio Advisory Committee at the urgent request of radio advertisers seeking relief from the confused flood of requests and pressures from Government agencies for time at the outset of the war, Mr. Young continued that a number of Federal agencies, headed by the Treasury, have now approached the Council "with the proposal that the very useful allocation machinery of the Domestic Radio Bureau be kept intact under council auspices at least until the end of the Victory Loan."

Among the agencies whose information needs will be covered by WAC radio allocations between Sept. 15 and Dec. 8 are the Treasury, OPA, War Shipping Administration, Army, Public Health Service, American Red Cross, National War Fund and Dept. of Agriculture.

In a final memorandum to all advertisers participating in the network and national spot allocation, George P. Ludlam, Chief Domestic Radio Bureau, thanked advertisers for their "wholehearted assistance" in bringing important war messages to the radio audiences of the nation. He referred to the high urgency of such war-born activities as the Victory Loan, manning of merchant ships, and others.

He explained how the interested U. S. agencies had approached WAC with the proposal to administer the allocation through the Victory Loan. They agreed not to besiege advertisers individually with a barrage of special pleas and pressures for additional coverage.

Mr. Ludlam predicted acceptance of the joint Government-WAC scheduling will greatly benefit war-born activities and prevent, temporarily at least, a return to the chaotic conditions that pre-

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President Endorses Advertising

PRESIDENTIAL agreement that advertising and salesmanship must operate as efficiently as production for true prosperity was indicated at a conference at the White House Sept. 10 between President Truman and (left to right) Charles E. Murphy, attorney for the Advertising Federation of America and Sales Executives Club of New York; Elon G. Borton, AFA president; Don G. Mitchell, vice-president Sylvania Electric Products and vice-president of SEC.

Following the meeting, Mr. Borton made the following statement:

"We discussed with the President the program for the forthcoming Forum on Marketing to be held in New York City under the auspices of the Sales Executives Club of New York in collaboration with the Advertising Federation of America and the National Federation of Sales Executives.

"The President indicated his agreement with us that marketing, including merchandising, styling, selling and advertising, must function effectively if mass production is to produce full employment and a higher standard of living. We know we can produce on a tremendous scale; we now must demonstrate our ability to sell with like efficiency. The President assured us that he will send a personal message to the Marketing Forum which begins on October 22."

GAINES, MERRYMAN PROMOTED AT NBC

JAMES M. GAINES, assistant director of the NBC advertising and promotion department, will leave that post Oct. 1 to become manager of the network's recently organized planning and development department headed by Vice-President William S. Hedges [BROADCASTING, July 23]. Philip I. Merryman, director of facilities development, also transfers to the new department Oct. 1, when William S. Duttera moves over from the engineering department to become allocations engineer. Harry F. McKeon, controller, will serve as financial advertiser to the planning and development department.

Mr. Gaines

Mr. Hedges has delayed announcing his key personnel until this time because he left for Europe as a member of the American Broadcast Mission almost immediately following the creation of the new department, returning only last week. His new manager, Mr. Gaines, was associated with him in the stations department for two years before assuming his present post as assistant director of advertising and promotion.

Mr. Merryman

Replacing Mr. Gaines in that position is James H. Nelson, currently network sales promotion manager. Charles B. H. Vaill, now promotion manager of WEAF, assumes the post vacated by Mr. Nelson. Charles Phillips, promotion manager of KOA, NBC owned and operated station in Denver, will come to New York to handle promotion for WEAF.

XUM

Truman Note Helps Start Associated

Paul Porter Scheduled For Inaugural Ceremonies

ASSOCIATED BROADCASTING Corp. was poised to take the air at 2 p.m. Sept. 16, bearing the good wishes of President Harry Truman and FCC Chairman Paul A. Porter.

Inaugural ceremonies were scheduled to take place in the Band Auditorium at the Navy School of Music, Washington, with the address by Chairman Porter as the opening feature. After a two-hour program including pickups from many points, Associated planned a reception to Washington dignitaries at the Willard Hotel Cabinet Room.

Truman Letter

Network president, Leonard A. Versluis, was to read President Truman's letter, pointing to critical need for "an informed and enlightened people" and praising broadcasting's contribution toward the unity of purpose that made victory possible.

Text of the letter follows:

"Dear Mr. Versluis:

"I extend my best wishes to this new national network on the occasion of your inaugural program. The need for an informed and enlightened people is as critical in the future as it has been during past tragic years of war. Broadcasting in the United States contributed much toward the unity of purpose which made possible our great victory.

"I congratulate this new network on its opportunity to serve the people of this country in the days of peace and reconstruction that lie ahead. And I am certain this new entity in the network field will faithfully discharge the responsibilities which accompany this opportunity for service to our people."

FCC Chairman Porter's prepared speech, reviewing growth of broadcasting, said this progress was "only a beginning." He predicted, "A new and even greater era in broadcasting is dawning with the forthcoming development of nationwide systems of FM and television." Looking into FM's future, he foresaw that in a few years the number of commercial FM stations will outstrip the existing AM stations. As for television, he predicted that in the near future TV will be received in tens of thousands of homes, with color and high-definitions ultimately.

It Means Progress

Formation of Associated at this time "is consistent with our spirit of progress," said Mr. Porter, and coming at a time when the future is full of uncertainty the event "is in line with the finest traditions of the American spirit of enterprise."

The chairman expressed confidence that Associated "will exemplify the best in American radio by bringing us balanced discussions of the ways and means by which we may best promote the welfare of our country."

Quoting Thomas Jefferson's free speech doctrine, he pointed out that Americans have placed reliance upon the principle of diversified ownership of radio stations to protect that freedom. "We have guarded against monopoly of control over this great avenue of expression," he said. "We have guarded against any temptation at control by the Government itself for the FCC, while charged with duty of seeing that the radio channels are used in the public interest, is specifically forbidden to exercise any censorship. Thus this new network is an additional guarantee of competition in the market place of ideas, and may it prosper and develop as a new and effective champion of free speech."

Among features on the inaugural program schedule was a half-hour salute from the British Broadcasting Corp. ABC plans to carry the BBC *Newsreel* six days a week 7:30-7:45 p.m. Pickups on the opening day were to include programs from WWDC Washington; KFOX Los Angeles; KWBR Oakland; WMEX Boston; KSAN San Francisco; KMYR Denver; WMCA New York; KWJJ Portland, Ore.; WTMV E. St. Louis; WLAV Grand Rapids.

Basic Associated network includes 21 stations, with WMCA and WOV New York, WIND and WJJD Chicago, and WCKY Cincinnati as cooperating outlets. In addition 196 stations were available on the original Associated religious program hookup.

Reversible Lines

Network is connected in its entirety by Class A instantaneous reversible lines. Besides the basic network, with a Class A rate of $3,955 per hour, $2,373 per half-hour and $1,582 per quarter-hour, the rate card offers an Eastern Round Robin, Midwest Regional and Atlantic Regional.

First sponsor on the Sunday schedule was Knox Chemical Co., Los Angeles, carrying a newscast for its Mendaco.

Sixteen-hour operation has been planned, 9 a.m. to 1 a.m. Five-minute newscasts are to be heard on the hour except when commentators are heard. List of commentators includes Ian Ross MacFarlane, WITH; John B. Hughes, Los Angeles; James R. Young, Washington and New York; Mark Austaad, George Reedy and Esther Van Wagoner Tufty from WWDC; Lee Giraux, San Francisco. Mrs. Tufty is to be heard in a women's

(*Continued on page 92*)

Buffalo Stations Must Cancel Tabernacle Lease to Get License

AFTER two years' consideration, the FCC last week issued its proposed findings in the Buffalo Broadcasting Co. (WGR and WKBW) renewal proceedings in which it concludes that only by washing out an "illegal" lease arrangement with the Churchill Tabernacle of Buffalo will it grant license renewals for the two stations. To make possible the working out of such arrangements, the Commission proposes to issue temporary licenses for three months, during which time Buffalo Broadcasting must establish full control of the outlets. Moreover, in accordance with the FCC's duopoly regulation, Buffalo Broadcasting must divest itself of one of the two stations.

In its 14-page findings, the FCC recited the history of Buffalo Broadcasting, dating back to 1928. Since 1936, Hiram W. Deyo, president, has owned approximately 81% of the corporation, with I. R. Lounsberry, executive vice-president and general manager, holding 12½% and the remaining 6½% variously held. Contracts entered into with Churchill Tabernacle in 1931 and 1932 covering both time and compensation were held by the FCC to be "illegal" and emphasis was placed upon a clause wherein the properties could revert to Churchill if contractual provisions were not fulfilled.

Under the 1931 contract, the Commission found, Buffalo Broadcasting agreed among other things to reserve over one of its stations 17½% of the 24-hour period from 6 a.m. Sundays to 6 a.m. Mondays of each week until 2027 for the "sole, exclusive and absolute disposition" of the Tabernacle. It also agreed to furnish free to the Tabernacle during these hours all facilities for broadcasting, along with certain other rights.

The Commission held that Buffalo "thus divested itself of its right, power and duty to exercise full and complete control over its stations during all of the hours for which it is seeking a license to operate and has rendered itself incapable of assuming the complete and ultimate responsibility of operation in the public interest imposed by the Communications Act of 1934."

The FCC cited several past opinions in which it had held that reverter provisions in contracts are not in the public interest.

In stating it proposed to deny

(*Continued on page 90*)

Court of Appeals Has New Members

Miller Resigns, Tells Truman NAB Work Is Challenge

COINCIDENT with formal announcement of the resignation of Justice Justin Miller from the U. S. Court of Appeals for the District of Columbia to accept the NAB presidency, President Truman last Thursday announced three new appointments to that bench, bringing it up to its full complement of six. Named to the bench were E. Barrett Prettyman, of Washington, to succeed Justice Miller; former Sen. Bennett Champ Clark, of Missouri, to succeed Thurman Arnold, and former Judge Wilbur K. Miller, of Owensboro, Ky., to succeed Fred M. Vinson, now Secretary of the Treasury.

The court, second highest tribunal in the land, is the appellate body sitting just over the FCC. While only a handful of radio cases now are pending before the court, it has in the past handled practically all basic litigation involving radio jurisprudence.

Inspired Leadership Needed

Justice Miller, upon his return from the U. S. Radio Mission to ETO, last week submitted his resignation to the President, terminating eight years of service. Declaring that the great opportunity presented with the NAB "seems to outweigh even the responsibilities of judicial office," Judge Miller cited the President's recent statement (in his letter to BROADCASTING July 3) that "the free voice of radio never has faced a more important challenge in its 25-year history than that which lies before it now." He added that he joined with the Chief Executive in believing that "radio . . . must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and the Government."

Then he observed: "I hope that I may be able to play some small part in that important work."

In his response the same day, the President assured Judge Miller of his appreciation of "the high service you have rendered". He added:

"Although you enter a new field of endeavor and assume new and different responsibilities, this new association opens a wide vista of opportunity. I can understand your hesitancy in leaving the judiciary but hope you will find happiness and satisfaction in working in the field of radio."

Rapp Leaves KMA

CY RAPP will resign as general manager of KMA Shenandoah, Iowa, effective Oct. 1 to take over an active partnership in the Perfex Co. (household cleaner) of Shenandoah and Omaha. He will be succeeded at KMA by Owen Saddler, assistant manager.

XUM

ANOTHER REASON WHY
IOWA PREFERS WHO

Meet Herb Plambeck— WHO's Original War Correspondent!

Herb Plambeck, the first WHO staff-member to don a war correspondent's uniform, made two trips to Europe for WHO—the first to England for several months in 1943, where he short-waved frequent reports on such new angles as the way Dover farmers were farming under shell-fire, and how British farmers in general were meeting war-time demands (which, when rebroadcast by WHO, aroused tremendous interest among Iowa farmers who were themselves producing 10% of America's war-time food requirements).

Then in February, 1945, Herb left Des Moines again and was attached to the U. S. 3rd and 7th Armies. Until June, he continued broadcasting eye-witness accounts, was present at the final break-through, and even broadcast from Munich on the day that city fell. He performed the impossible by interviewing over 1,000 Iowa boys, from every county in the State. He spoke 90 times from Europe to the Iowa friends, neighbors and parents of these boys. . . .

Do you think Iowa people "followed" Herb's foreign broadcasts, and then went wild to hear him speak, upon his return? You're right, they did!—and that's another big reason why Iowa prefers WHO!

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

XUM

Miller to Talk on European Mission

Broadcasters' Findings Will Be Heard by Radio Club

(Pictures on pages 22, 23)

CONCLUSIONS reached by the first mission of radio executives to tour the European war theater will be unfolded early next month by NAB's new president, Justice Justin Miller, at two events—his inauguration as NAB president on Oct. 2 in Washington, and an appearance before the Radio Executives Club Oct. 4 in New York.

Upon completion Sept. 8 of the 12,300-mile tour of Europe, which entailed 75 hours of flying time, the 11 broadcast members of the mission, four trade journal executives and Col. Ed Kirby, Army radio chief and escorting officer, dispersed to their respective homes.

Miller Quits Bench

Judge Miller last Tuesday formally submitted his resignation as a member of the U. S. Court of Appeals bench in Washington, terminating eight years as a Federal judge. He formally takes over the NAB helm with his inaugural address in Washington Oct. 2. An elaborate dinner, to be attended by approximately 1000, including high Government officials, members of Congress and representative broadcasters, has been arranged.

Judge Miller returned to his home near Los Angeles last Wednesday to rejoin his family and to write his Oct. 2 inaugural address. Then, on Oct. 4, he will appear before the Radio Executives Club in New York, along with his colleagues on the mission. He was the official spokesman of the group on the 30-day tour, as NAB president-designate.

Meanwhile, Col. Kirby last week sought to institute proceedings which will result in his release from the Army after more than five years' service, to return to private business. He contemplates a public relations organization functioning both in Washington and New York and specializing in radio. He anticipated his release by Oct. 1. Maj. Al Wharfield, deputy chief of the Radio Branch, BPR, and acting chief during Col. Kirby's absence, is regarded as his likely successor, probably with an increase in rank. Maj. Wharfield, before entering the service at the war's outset, was on the executive staff of C. E. Hooper Inc. in New York.

Clair R. McCollough, managing director of the Mason-Dixon Radio Group, kept a day-to-day log of the ETO mission. His computation, tabulated herewith, how the group on the 29 day tour covered exactly 12,323 miles by air in 74 hours and 25 minutes. Another 1,000 miles of automotive travel is estimated.

Just-in Time

JUDGE Justin Miller, NAB's new president, proved to the recent Radio Mission to ETO that he has a poetic as well as a humorous sense. After having been logged at the Paris hotel headquarters as "Justine" Miller, he penned this to the management:

Are You a 'Feminine Ender?'

You'll get the Point, I'm hopin' trustin'
My name's not J U S T I N E, merely Justin
In other words, here's what I mean
Justin is never spelled J U S T I N E.

'Time In the Air' Timetable, U. S. Broadcast Mission

(Compiled by Clair R. McCollough, General Manager, Mason Dixon Radio Group)

Date	Trip	Miles	Flying Time
Aug.			
11	New York to Goose Bay, Labrador	1170	5:55
11	Goose Bay to Narsarssuak, Greenland	800	3:55
11	Narsarssuak to Prestwick, Scotland	1590	8:30
12	Prestwick to Bovingdon, Eng. (London)	315	2:10
16	Bovingdon to Orly, France (Paris)	256	1:35
20	Orly to Reims	87	:45
21	Reims to Orly	87	:50
22	Orly to Luxembourg	178	1:15
24	Luxembourg to Hamburg, Germany	365	2:20
25	Hamburg to Berlin	205	1:40
27	Berlin to Salzburg, Austria	497	3:45
28	Salzburg to Frankfurt, Germany	257	1:55
30	Frankfurt to Orly (Paris)	313	2:15
31	Paris to Nice	500	3:10
Sept.			
3	Nice to Rome, Italy	306	2:00
5	Rome to Orly (Paris)	812	5:15
7	Paris to Azores (Santa Maria)	1522	8:50
8	Azores to Stephenville, Newfoundland	1884	11:35
8	Newfoundland to New York	954	5:15
8	New York to Washington, D. C.	225	1:20
	Total	12,323	74:25

Senate Bill on Airport Aid Includes Amendment Protecting Antenna Sites

PROTECTION for broadcast antenna sites is provided in a bill passed Thursday by the Senate (S-2) to provide Federal aid for construction and improvement of airports. An amendment offered by Sen. Johnson (Col.) provides that the FCC will be consulted when antenna sites are held to be airport hazards.

In calling for protection to broadcasters, Sen. Johnson read a letter written by Paul A. Porter, FCC chairman, to Chairman Wheeler of the Interstate Commerce Committee. The letter asked insertion of an amendment providing for reference to the FCC of any cases involving antennas. The bill provides a nationwide zoning program for clearing of approaches to airports, with the Civil Aeronautics Administrator having authority to set up zones.

Sen. Johnson read into the *Record* two editorials from BROADCASTING (June 25, July 9) calling attention to the fact that the Civil Aeronautics Authority, interested primarily in aviation, was holding up hundreds of antenna clearances. The editorials pointed to the need of providing radio protection in the bill.

In the House the Committee on Interstate & Foreign Commerce has reported out a bill (HR-3615), under which interested parties can appeal for a hearing on proposed airport projects.

Full protection cannot be given broadcasters unless both the House and Senate protective provisions are included in the bill, according to Robert T. Bartley, NAB Director of Government Relations.

Custom-Made Service Provided By Two New Hooper Divisions

TWO new divisions of C. E. Hooper Inc., to provide custom-made services for individual advertisers and stations, respectively, were announced last week by C. E. Hooper, president of the radio audience measuring organization.

Advertisers service division, headed by John C. Whitridge Jr., vice-president of the Hooper firm with headquarters in New York, will offer primarily a service revealing the comparative sales effectiveness of the network programs of an advertiser and of his competitors. Method, used experimentally since December 1939 and for the past two years applied commercially on four programs sponsored by one advertiser for two products, involves a system of recontacting homes which report listening to the advertiser's program and coincidentally contacting a random sample of new homes. Both groups are asked what brand of product they purchase. The difference between buying habits of listeners and the random sample indicates program effectiveness.

Based on continuous reporting, the comparative program effectiveness data will be presented to each subscriber and his advertising agency at a bi-monthly conference conducted by a Hooper representative. The conference also will review basic audience trends pertinent to the advertiser's program, utilizing 56 charts of basic data compiled from the Hooperatings service, and will include special analyses of comparative sponsor identification, comparative composition of audiences showing relationship between listeners and prospective buyers, minute-by-minute comparison of audience size during the program, comparison of audience during commercial with that for the pure entertainment with a final comparative index of cost per commercial impression.

Brand ratings of the advertised product and its competitors will also be reported every 60 days, with special reports of evidence of sales change in the advertiser's own and in important competing brands within 21 days of the field measurement. A sample of 7,500 homes, representing the nine census districts and all population size groups in the country, including rural, will be used.

Station service division will utilize the diary technique, designed to show:

1. Comparison of audience "inside" with "outside" station city.
2. Specific program audience flow to and from other stations and non-listeners.
3. Sex and age of specific program and station audiences.
4. Frequency of listening to specific programs and stations.
5. Economic breakdown of station listening audiences, etc.

To provide an easy basis of comparison with the Hooper national network ratings and the individual city continuing measurements of

(Continued on page 92)

Big Lift

That's a propeller . . . and that's what makes a ship move through the water.

And it is asked . . . what makes goods move when you sell by radio? Two things, we believe: one, a strong sales argument; two, that argument listened to by the greatest number of buyers per dollar spent.

In the 6th largest city in the U.S.A.—W-I-T-H, the successful independent in Baltimore, reaches the greatest number of listeners at the lowest cost.

Get yourself a strong sales story . . put it on W-I-T-H . . and in one market we know intimately, we know something will happen.

Sales up . . . cost down—is the report via W-I-T-H.

W·I·T·H

Baltimore, Md.

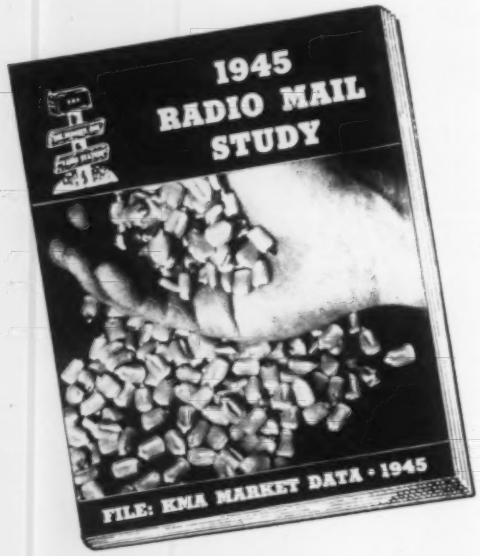
Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

PICTORIAL REVIEW OF Radio Mission to ETO. (1) GROUP surrounding Gen. Ike Eisenhower signing "short snorters" (Gen. Ike's BROADCASTING Magazine press card in foreground); (2) AT ENTRANCE Paris' famed George Hotel: (front row, l to r) Lt. Col. John S. Hayes, AFN chief; Jack Alicoate, *Radio Daily;* Martin Campbell, WFAA Dallas; William S. Hedges, NBC; Brig. Gen. P. W. Thompson, Army Information & Education chief; NAB President Justin Miller; J. Leonard Reinsch, Cox stations and White House adviser. Second row, Harry C. Wilder, WSYR Syracuse; Mark Woods, American network; Abel Green, *Variety;* Clair R. McCollough, Mason-Dixon Group; Robert D. Swezey, Mutual; Joseph H. Ream, CBS. Back row, John E. Fetzer, WKZO Kalamazoo; Morris Novik, WNYC New York City; Lt. Hendrik Booraem Jr., AFN chief of operations, formerly Young & Rubicam; Sol Taishoff, BROADCASTING; Col. Ed Kirby, escorting officer; Joe Csida, *Billboard.* (3) VATICAN. Group prior to audience with Pope, flanked by Swiss Guards. Center, either side Judge Miller, Rev. Father Filippo Soccozsi, Vatican radio director, and Franklin C. Gowen, secretary to Ambassador Myron Taylor, escort. First in back row, R. J. Nixon, co-pilot Mission's transport plane. Back row, between Kirby and Ream, "Blackie" Archer, plane pilot. (4) 'THIS IS LONDON' as group arrived on first leg. (5) BBC NEWS conference (l to r), Charles H. Brewer, new BBC North American Director, New York; B. E. Nicolls, senior controller; W. J. Haley, BBC director-general; L. W. Hayes, head, Overseas & Engineering Information Dept.; J. Warren MacAlpine, North American Service Director. (6) R. E. L. WELLINGTON, BBC programs controller, with Hedges. (7) Mission arrayed before conference table in "Little Red Schoolhouse" at Reims where Nazis ignominiously surrendered. (8) H. BISHOP, BBC engineering controller, with Ream.

BROADCASTERS ON WAR DEPT. ETO TOUR

BERLIN BOMBED to bits. (1) BRIG. GEN. Bryan Milburn, Chief of Staff, U. S. Control Group, with Woods. (2) MISSION at scene of Berlin's 1936 Olympics, now used as British billet. (3) MILLER with American Minister Robert Murphy, diplomatic adviser to Eisenhower. (4) AFN HEADQUARTERS, Berlin (l to r), Capt. Sanford Cummings, German operations officer, AFN, formerly Benton & Bowles, Miller, Reinsch, Hedges, Lt. Booraem. (5) SCROUNGING in Hitler's ex-reichchancellery, Col. Kirby (kneeling), Taishoff and Reinsch. (6) BRIG. GEN. SAMUEL Thomas, Berlin district communications officer, with Campbell. (7) JIVE FOR GI's through AFN Berlin (l to r), Fetzer, Reinsch, McCollough and (seated) announcer-operator. (8) "NOVIKAINE" was the shot given Morrie Novik by McCollough with Reinsch checking pulse.

*All photos except BBC by Army Signal Corps.



WHAT'S YOUR SCORE?

- How many people write once, or more than once, within a three-month period?
- Even though your product appeals primarily to men, should you inject a feminine angle in your radio mail offer to increase response?
- Do people on farms write more than people in cities?
- Who writes most to radio stations—men or women?
- Do people who write to a radio station also listen regularly to it?

NO matter how long you've been in advertising, your answer to these important radio questions will be inadequate until you read your copy of the 1945 Radio Mail Study—which is yours *free* for the asking.

The questions answered in this important book were all submitted by advertising men themselves. To get the straight answers, a firm of certified public accountants analyzed the complete commercial mail response received by KMA in 1944. In short, 448,434 pieces of mail were analyzed especially for you.

To get your copy, merely drop a card to Research Director, Station KMA, Shenandoah, Iowa. Why wait until tomorrow when you *need* your copy today? You can still get one—if you write—right now!

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Miller, Schroeder Form Law Firm

D. C. Company to Specialize In Radio Practice

NEW law firm specializing in radio practice has been formed by Neville Miller, former NAB president, and Arthur H. Schroeder, recently released from Army Air Forces with rank of lieutenant colonel and before the war with the George O. Sutton law firm 4½ years. Known as Miller & Schroeder, the firm has acquired offices at 218 Munsey Bldg., Washington.

Mr. Miller

Mr. Schroeder

Mr. Miller has just completed a 3½ month assignment with the Middle East and Persian Gulf division of the Army & Navy Liquidation Commission headed by Thomas B. McCabe. He served at Washington headquarters during the formative period of the division. Previously he had acquired intimate knowledge of that area while serving the Balkan division of UNRRA.

A graduate of Princeton and Harvard Law School, Mr. Miller entered legal practice in Louisville in 1920 with his father, Judge Shackelford Miller, and his brother, Shackelford Jr., now judge of the U. S. District Court, Western District of Kentucky.

In 1930 he became dean of Louisville Law School. From 1933 to 1937 he was mayor of Louisville and achieved national fame for his leadership during the Louisville flood. In 1938 he became assistant to the president of Princeton U., leaving that post to become president of the NAB. He served as NAB head until 1944 when he took the UNRRA post. At present he is vacationing on Cape Cod but will return to Washington Sept. 20.

A native of Seward, Neb., Mr. Schroeder was graduated from U. of Nebraska with an A. B. degree in journalism. He attended Georgetown and Creighton law schools, receiving his LL.B. at Creighton. In February 1942 he was called to duty as a reserve officer and assigned to the Air Corps as a second lieutenant.

He served with AAF headquarters in Washington; Army Airways Communications System, Asheville, N. C., and European Theaters. During the period he was graduated from the Command and General Staff School, Ft. Leavenworth. Upon discharge he was highly commended for his part in building up the AAF Airways Communications System into the greatest system of its kind in history.

Mr. Schroeder was with Central States Broadcasting Co. in the early 30's as a salesman, later joining the Sutton law firm where he was active in practice before the FCC. He is a member of the Nebraska Bar, and admitted to practice before the D. C. Court of Appeals and Supreme Court of the U. S.

KBD Stork Station

STAFF of KDB, in Santa Barbara, California, is thoroughly convinced that the stork has been permanently perched on their antenna towers for the past two years. Starting with Manager Fin Hollinger, every one of the station's 10 male employes has become a papa in that time . . . said stork delivering 10 boys.

ABELOFF MANAGER OF WLEE RICHMOND

PLACING the accent of operations on programming, Thomas Tinsley, owner of WLEE Richmond, has appointed as manager of the station which goes on the air Oct. 1, Irvin G. Abeloff, formerly program manager of WRVA Richmond.

Mr. Abeloff

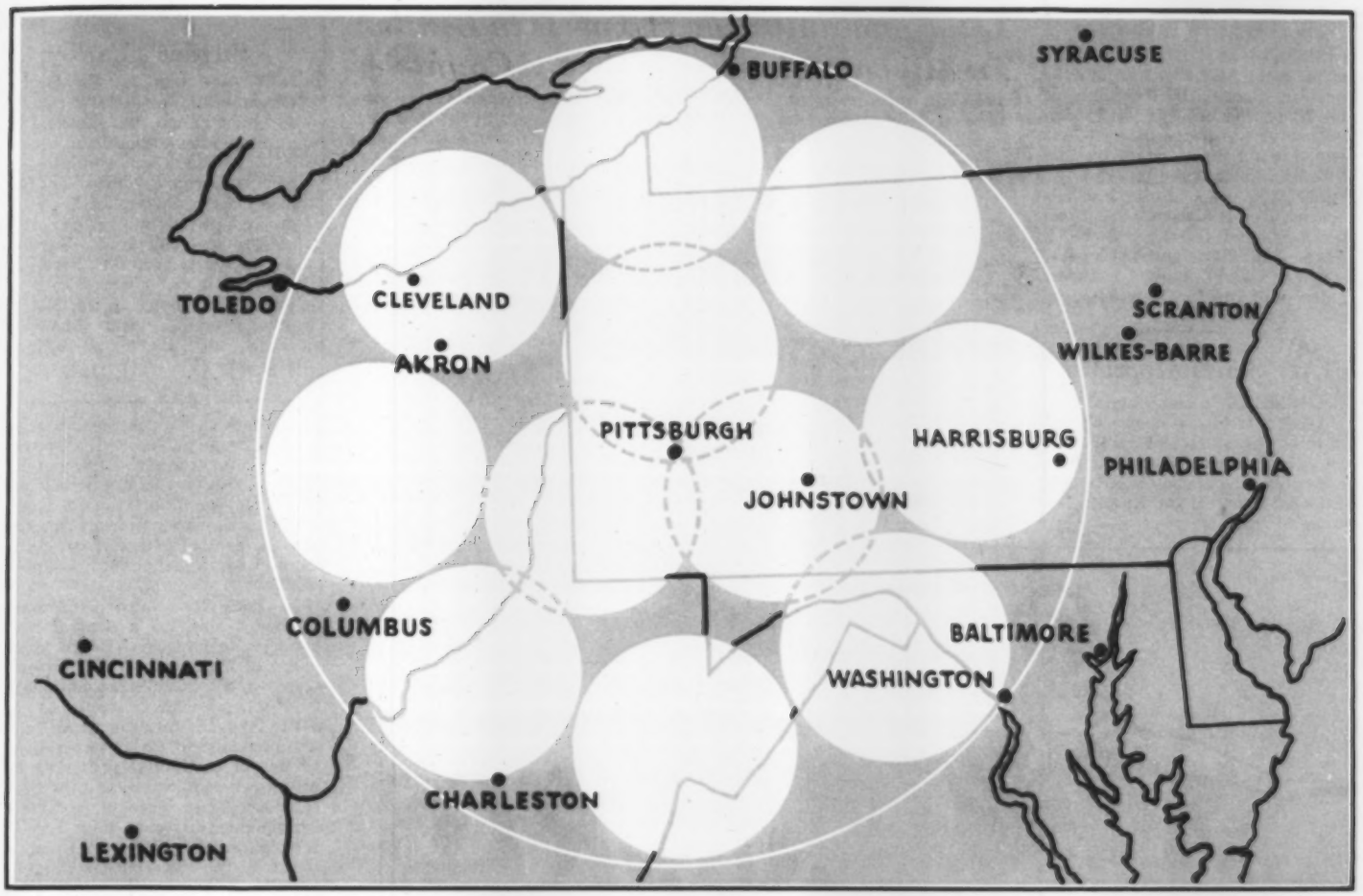
Designated Richmond's "Man of the Year" in January 1945 as the "Richmonder under 36 years of age who has contributed most to the welfare of his city in the past year", Mr. Abeloff has served in radio 14 years. He has been an announcer, time salesman, continuity writer, production man, assistant production manager and program manager.

Mr. Abeloff is a member of the NAB program managers executive committee and has served as public relations chairman and program managers chairman of the fourth district. He has received two military commendations—the Navy Award of Merit and Army Certificate of Commendation—the former for his aid in recruiting and the latter for interesting, helpful programs.

Atlantic Program

ATLANTIC BREWING Co. (Tavern Pale Beer) Chicago, has begun sponsorship of American Broadcasting Company's co-op program *Charlie Chan* over WENR Chicago, Monday through Friday, 10:30-10:45 p.m. CWT. Fifty-two week contract was signed by Campbell-Mithun, Chicago.

SEPARATE application files for war veterans and former defense workers applying for employment, have been ordered by Ernest Felix, American Western division personnel manager. Applicants for network employment are listed in "preferred" classification in preparation for expansion in personnel as housing becomes available.



Eleven 50-kilowatt stations will be needed on the ground to provide one program for the area served by a single 1-kilowatt Stratovision transmitter. Each plane will handle 9 choices of program.

WESTINGHOUSE STRATOVISION

This newly announced system of sight and sound transmission exemplifies Westinghouse leadership. The kind of leadership that transforms research and planning into new and valuable services to the public. The same sort of leadership practiced by the Westinghouse Stations since the birth of broadcasting twenty-five years ago.

The use of airborne transmitters operating at six-mile altitudes would particularly adapt Stratovision to Television and Frequency Modulation broadcasting. It would mean these new services could be made available to most of our nation's families, in contrast to other systems, with much less delay.. on a coast-to-coast, simultaneous basis.

Planned and under development by Westinghouse, in cooperation with the Glenn L. Martin Company, Stratovision would accelerate the development of Television and FM, and bring many attendant benefits to industry and a fuller service to the people. With this announcement, Westinghouse auspiciously ushers in its second quarter-century of broadcast leadership.

Your advertising plans, now geared to new world-conditions, should include the services of Westinghouse standard broadcast stations, in six strategic and important markets. Contact our representatives, listed below, for prompt attention to your needs.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

WOWO Workshop

RADIO WORKSHOP will be started this fall by WOWO Fort Wayne, Ind., in line with Westinghouse policy in other cities, to be held in conjunction with the Fort Wayne branch of Indiana U. Extension Division. College credits will be offered. All phases of radio will be covered. Ben Hudelson, educational director of WOWO, will be in charge and will be assisted by staff members and guest lecturers. Course will run for 18 weeks.

CJAD Starts Operations

EQUIPMENT is being installed at CJAD Montreal and operations are expected to start not later than Oct. 27. Programming exclusively in English, the station will be CBS outlet in Montreal for English language programs.

Telecommunications Experts in London To Allocate Channels to Freed Countries

WHAT is hoped to be another forward stride in the process of world government getting in step with science is being taken in London this week.

Telecommunications experts from the U. S., Europe, the U.S.S.R. and Great Britain are meeting there to draw an interim plan for allocating frequencies to the liberated countries of Europe.

Meetings, called by the British Foreign Office and presided over by Sir Standing Anguin, started last Thursday and are scheduled to continue through the early part of this week.

Attending from the U. S. are: George Adair, assistant chief engineer of the FCC who will attend as a representative of the State Dept.; Cecil Harrison of the Telecommunications Division of the State Dept.; Lt. William R. Foley, USNR, who represents U. S. military interests. Military officers are attending from ETO headquarters.

New frequencies in government and commercial channels will be temporarily assigned to countries whose communications were disrupted by German occupation or by the Allied armies and navies after the invasion. Allocations will be in force until such time as a World Broadcasting Conference will be held with conquerors and conquered taking part.

The London meeting is seen by Francis Colt de Wolf, chief of the Telecommunications Division of the State Dept. as a "fresh start in the direction pointed to by the Berlin, London, Madrid, Cairo and present Rio broadcasting conferences—one unified body to channel airwaves throughout the world. "We must determine," he added, "whether we are prepared to surrender a modicum of sovereignty to insure a more efficient control of radio, for radio knows no international boundaries."

In 1938, the Cairo Conference drafted a plan for a Central Frequency Registration Board composed of five members and two alternates, all of different nationalities. These experts were to be elected by the International Telecommunications Conferences from groups of candidates presented by all governments attending the Conferences. They were to serve not as representatives of their respective governments but "as custodians of an international public trust".

Plans were drawn for each government to notify the board in order to obtain international priority for the use or change of frequencies.

War Changed Plans

Montreux Plan for frequency allocations in Europe, drafted at the European Broadcasting Convention in 1939 was in the same tone as the Cairo plan, but concerned solely with European broadcasting. Neither this nor the Lucerne Plan, which preceded it, was put into effect because of the war.

Before World War II, European frequencies were governed by the Bureau of International Telecommunications Union at Bern.

The London meeting now taking place will free European and international channels flowing from Europe taken over by Germany and the military. Thus the effect on the future of European commercial stations, their numbers, locations and power as they affect other stations will be great.

During the period of German occupation, the European telecommunications governing body was the Union Internationale de Radio Diffusion, or U.I.R., known in English-speaking countries as European Broadcasting Union. U.I.R. was the focal point of discussion in the days just preceding the London Conference as the group was eager to take part, but because of its record, stood little chance. It is not known yet whether the efforts to attend were successful.

Snyder's Fan

JUST as John W. Snyder, Director of War Mobilization & Reconversion, had finished a broadcast on American, the PBX at WMAL Washington buzzed. It was President Truman. Betty Ender, PBX operator, gulped but recovered quickly and called Mr. Snyder to the phone. The President told him "it was a good job". After hanging up, Mr. Snyder said, "You know, that's why that guy is a great man!"

WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending last January, is ready to run interference for your sales message to make sure it reaches the "paydirt" in the rich Nashville area. Here are other reasons why WSIX is an All-American: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at a very low unit cost. In this booming market there are over a million potential buyers ready to help your product score a touchdown in middle Tennessee.

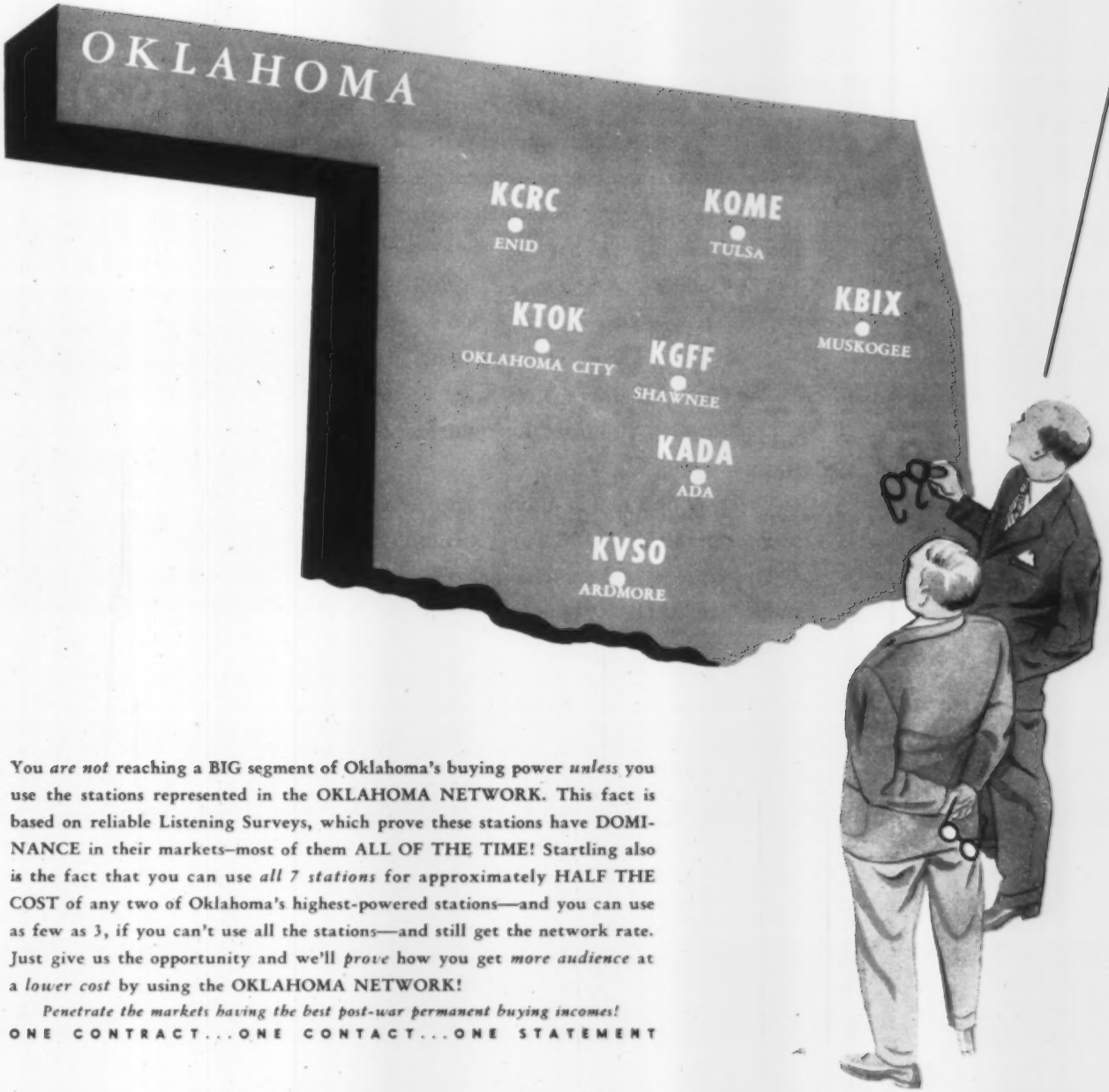
REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

You don't need Heavy Glasses to see Oklahoma Network's concentrated 7 Major Market Audience . . .



You *are not* reaching a BIG segment of Oklahoma's buying power *unless* you use the stations represented in the OKLAHOMA NETWORK. This fact is based on reliable Listening Surveys, which prove these stations have DOMINANCE in their markets–most of them ALL OF THE TIME! Startling also is the fact that you can use *all 7 stations* for approximately HALF THE COST of any two of Oklahoma's highest-powered stations—and you can use as few as 3, if you can't use all the stations—and still get the network rate. Just give us the opportunity and we'll *prove* how you get *more audience* at a *lower cost* by using the OKLAHOMA NETWORK!

Penetrate the markets having the best post-war permanent buying incomes!

ONE CONTRACT...ONE CONTACT...ONE STATEMENT

AMERICAN BROADCASTING CO., INC.
AFFILIATES IN OKLAHOMA

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

ASSURES YOU *Audience* IN THE RICHEST MARKETS IN OKLAHOMA

OKLAHOMA NETWORK

ROBERT P. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA

KADA—Ada
KBIX —Muskogee
KCRC —Enid
KGFF —Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO —Ardmore

Now, as before, expect quality leadership in Collins broadcast equipment

THE NEW COLLINS AM transmitters and remote amplifiers, now ready, reflect characteristically advanced Collins engineering.

Notable transmitter refinements include extremely high fidelity, and increased safety factors through the use of oversize components throughout.

The Collins 21A is a superb 5,000 watt transmitter, with reduced power operation at 1,000 watts also available. Its response curve is flat, within ±½ db, from 30 to 10,000 cycles.

The Collins 20T is a 1,000 watt transmitter, of similar characteristics, equipped for reduced power operation at 500 watts if desired.

The Collins 300G is a 250 watter of equal fidelity, with reduced power operation at 100 watts available.

The Collins 12Y one channel remote amplifier is light, handy, simple and efficient. It is for unattended operation from a 115 volt a.c. power source.

The Collins 12Z four channel remote amplifier is a.c.-d.c. powered, the d.c. source being self-contained batteries which take the load automatically in case of a.c. line failure.

A complete line of Collins high-quality studio equipment is available for either AM or FM application.

An outstanding broadcasting station begins with outstanding equipment. We will be glad to know about your plans and submit complete recommendations. For additional detailed information, write the Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y. Collins equipment is sold in Canada by Collins-Fisher, Ltd., Montreal.

FOR BROADCAST QUALITY, IT'S ...

FCC RULES AND REGULATIONS FOR FM BROADCASTING

The FCC Sept. 12 promulgated Subpart B of Part 3 of its Rules and Regulations containing rules concerning FM broadcasting. Subpart B now includes not only the rules and regulations which were set forth in the Commission's Report of August 24, 1945, but also those applicable to FM which are contained in Parts 1, 2 and 3 of the present rules and regulations. The result of this action is to gather in one place all of the rules and regulations governing the construction, licensing and operation of FM stations. Hereafter, any person who desires information about the Commission's rules concerning FM need secure only Subpart B of Part 3 and Part 1 which contains the Commission's Rules of Practice and Procedure.

It is the Commission's plan that eventually the rules governing television, standard broadcast, citizens' radio, and other radio services will be revised in the same manner as FM with the result that all of the applicable rules and regulations concerning a particular radio service will be found in one part. In this way persons interested in a particular radio service need look only in Part 1 (Rules of Practice and Procedure) and the particular part containing the rules and regulations concerning the specific service in question.

Subpart C of Part 3 of the Commission's Rules and Regulations is amended to read, "General Rules Applicable to Standard Broadcast Stations". Sections 3.201-3.213, 3.221-3.231, 3.241-3.248, 3.251-3.253, and Section 3.261 are repealed and the following rules are substituted therefor.

Subpart B—Rules Governing FM Broadcast Stations

CLASSIFICATION OF FM STATIONS AND ALLOCATION OF FREQUENCIES

§ 3.201. *Numerical designation of FM channels.*—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below:

Frequency (Mc)	Channel No.	Frequency (Mc)	Channel No.	Frequency (Mc)	Channel No.
88.1	1	94.7	34	101.3	67
88.3	2	94.9	35	101.5	68
88.5	3	95.1	36	101.7	69
88.7	4	95.3	37	101.9	70
88.9	5	95.5	38	102.1	71
89.1	6	95.7	39	102.3	72
89.3	7	95.9	40	102.5	73
89.5	8	96.1	41	102.7	74
89.7	9	96.3	42	102.9	75
89.9	10	96.5	43	103.1	76
90.1	11	96.7	44	103.3	77
90.3	12	96.9	45	103.5	78
90.5	13	97.1	46	103.7	79
90.7	14	97.3	47	103.9	80
90.9	15	97.5	48	104.1	81
91.1	16	97.7	49	104.3	82
91.3	17	97.9	50	104.5	83
91.5	18	98.1	51	104.7	84
91.7	19	98.3	52	104.9	85
91.9	20	98.5	53	105.1	86
92.1	21	98.7	54	105.3	87
92.3	22	98.9	55	105.5	88
92.5	23	99.1	56	105.7	89
92.7	24	99.3	57	105.9	90
92.9	25	99.5	58	106.1	91
93.1	26	99.7	59	106.3	92
93.3	27	99.9	60	106.5	93
93.5	28	100.1	61	106.7	94
93.7	29	100.3	62	106.9	95
93.9	30	100.5	63	107.1	96
94.1	31	100.7	64	107.3	97
94.3	32	100.9	65	107.5	98
94.5	33	101.1	66	107.7	99
				107.9	100

§ 3.202 *Areas of the United States.*—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.[1] The second area—Area II—comprehends the remainder of the United States not included in Area I.

§ 3.203 *Community Stations.*—(a) Community stations are limited to a maximum effective radiated power of 250 w and a maximum antenna height of 250 feet over the average height of the terrain 10 miles from the transmitter. Upon proper showing that an antenna height in excess of 250 feet is necessary, authorization will be issued for such higher antenna but the Commission may in such cases require a reduction in radiated power. A minimum separation of 50 miles will be provided in the case of Community stations on the same channel and a minimum of 35 miles on adjacent channels.

(b) In Area I, 20 channels beginning with 104.1 mc and ending with 107.9 mc (Channels 81 through 100) are allocated for Community stations. All of these 20 channels are available in any community which is not the principal city of a metropolitan district. Ten of these channels are also available for assignment in principal cities of metropolitan districts which have fewer than 6 Metropolitan stations.[2]

(c) In Area II, 10 channels beginning with 104.1 mc and ending with 105.9 mc (Channels 81 through 90) are available for Community stations and may be used in any community which is not the principal city of a metropolitan district.[3]

(d) The main studio of a Community station shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

§ 3.204 *Metropolitan stations.*—(a) In Area I, Metropolitan stations are limited to a maximum of 20 kw effective radiated power with a non-directional antenna having a height of 500 feet, as determined by the methods prescribed in the Standards of Good Engineering Practice concerning FM broadcast stations. Where higher antenna heights are available, they should be used but in such cases the Commission will authorize less than 20 kw effective radiated power so that the coverage (within the 1000 uv/m contour) shall be substantially similar to that which would be provided by 20 kw effective radiated power and a 500 foot antenna. Where the only antenna height available is less than 500 feet, the Commission may authorize its use but will not permit an increase in radiated power in excess of 20 kw. In Area I, the service area of Metropolitan stations will not be protected beyond the 1000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of FM service to all listeners, whether urban or rural.

(b) Metropolitan stations in Area II are designed primarily to render service to a single metropolitan district or a principal city, and to rural areas surrounding such metropolitan district or principal city. The Commisson will designate service areas for Metropolitan stations in Area II and will authorize appropriate power and antenna height to cover the designated area in accordance with the Standards of Good Engineering Practice concerning FM broadcast stations; upon proper showing changes will be made in these service areas.[1] Metropolitan stations will not be required to serve the entire service area designated by the Commission but no application will be granted for a Metropolitan station unless it is proposed to serve an area substantially greater than could be served by a Community station.

(c) Sixty frequencies are available for Metropolitan stations in Areas I and II. These frequencies begin at 92.1 mc and end at 103.9 mc (Channels 21 through 80).

(d) The main studio of a Metropolitan station shall be located within its 5000 uv/m contour. However, upon a special showing of need, the Commission may authorize the main studio to be located beyond the 5000 uv/m contour but not beyond the 1000 uv/m contour. The transmitter shall be so located as to provide maximum service both to the city where the main studio is located and to the surrounding rural area.

§ 3.205 *Rural stations.*—(a) Rural stations are designed primarily to furnish service to rural listeners. The service area of Rural stations may include the service areas designated by the Commission for Metropolitan stations upon a showing to the Commission that the additional area which the Rural station will serve is predominantly rural in character. As a guide, the Commission will consider that the additional area beyond the service area of a Metropolitan station which is proposed to be served, is predominantly rural in character if at least 50 percent of the population proposed to be added within the 50 uv/m contour live in rural areas or in communities smaller than 10,000.[1] Exceptions to this rule will be permitted where a showing is made to the Commission that due to conditions of terrain or local factors, more extended service to unserved rural areas is possible by licensing Rural stations to serve an area which does not meet the above requirements than would otherwise be possible.

(b) Rural stations will not be licensed in Area I as presently defined. If in the future it becomes necessary to extend Area I by including part or all of the region set forth in footnote 2 of Section 3.201, consideration will be given at that time to the question whether Rural stations should be licensed in this region.

(c) The 60 channels available for Metropolitan stations are also available for Rural stations.

(d) The main studio of a Rural station shall be located within its 1000 uv/m contour. However, upon a special showing of need, the Commission may authorize the main studio to be located beyond the 1000 uv/m contour but not beyond the 50 uv/m contour.

RULES GOVERNING ADMINISTRATIVE PROCEDURE

§ 3.211 *Application for FM stations.*—Each applicant for a construction permit for a new FM broadcast station, change in facilities of any existing FM broadcast station, or FM station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new FM station, Form FCC No. 319 should be filed; (for an FM license, Form FCC No. 320 should be filed;) and for modification of an FM license or for change in facilities of an existing FM station, Form FCC No. 322 should be filed.

§ 3.212 *Full disclosures.*—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 3.213 *Installation or removal of apparatus.*—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at

[1] In some of the territory contiguous to Area I, the demand for frequencies may in the future exceed the supply and when it does this region will be added to Area I. Until then, this region will not be included in Area I but applications from this region will be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania and New York (except the northeastern corner) not included in Area I; the northern half of West Virginia; all of Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan.

[2] For the time being, until more FM stations are authorized, the Commission will not authorize Community stations in principal cities of metropolitan districts in Area I having 4 or more AM stations.

[3] The 10 frequencies from 106.1 to 107.9 mc which are available for Community stations in Area I but not in Area II will be assigned in Area II in the future in accordance with the needs of the area as shown by future developments. In the meantime they will be available for facsimile.

[1] In determining service areas for particular communities, the Commission will give consideration to population distribution, terrain, trade areas, economics and other pertinent factors, and applicants for Metropolitan stations in Area II should include in their applications a showing as to the service area the Commission should designate for the city in question. There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas), and Hagastrom Map Co.'s Four Color Retail Trading Area Map.

[1] In making this computation, cities with populations in excess of 10,000 should be excluded if the signal in such cities is less than 500 uv/m.

least 60 days prior to the contemplated removal and/or installation.

§ 3.214 *Period of construction.*—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§ 3.215 *Forfeiture of construction permits: extension of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application [1] for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

[1] Form FCC No. 701.

§ 3.216 *Equipment tests.*—(a) Upon completion of construction of an FM station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and Standards of Good Engineering Practice governing FM stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: *Provided*, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcasting shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.[2] The proof of performance specified in this subsection shall be made by Metropolitan and Rural stations only and need not be made by Community stations.

[2] Until further notice, the Commission will grant FM licenses before proof of performance is submitted. In such cases, proof of performance shall be submitted within one year after the license has been issued or within such extension of time as the Commission may for good cause grant.

§ 3.217 *Program tests.*—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and Standards of Good Engineering Practice governing FM stations, and after an application for station license has been filed with the Commission showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided*, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.216 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 3.218 *Normal license period.*—All FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. and will be issued for a normal license period of 1 year.

§ 3.219 *License, simultaneous modification and renewal.*—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

§ 3.220 *Renewal of license.*—(a) Unless otherwise directed by the Commission, each application for renewal of an FM license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of an FM broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.301-1.304, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of an FM license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 3.221 *Temporary extension of station licenses.*—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing FM license, the Commission may, in its discretion, grant a temporary extension of such license: *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 3.222 *Repetitious applications.*—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new FM broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.223 *Assignment or transfer of control.*—(a) *Voluntary:* Application for consent to voluntary assignment of an FM construction permit or license or for consent to voluntary transfer of control of a corporation holding an FM construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) and Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) *Involuntary:* In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such FM permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

RULES RELATING TO LICENSING POLICIES

§ 3.231 *Exclusive affiliation of station.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied with a network organization [1] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

[1] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

§ 3.232 *Territorial exclusivity.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§ 3.233 *Term of affiliation.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§ 3.234 *Option time.*—No license shall be granted to an FM broadcast station which options [2] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours [3] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows:

8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to —— p.m.; 11:00 p.m. to 8:00 a.m.[4] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

[2] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[3] All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[4] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

§ 3.235 *Right to reject programs.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§ 3.236 *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control [2] of a network organization, for a FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

[2] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

§ 3.237 *Dual network operation.*—No license shall be issued to an FM broadcast station affiliated with a network organization which maintains more than one network of FM broadcast stations: *Provided*, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§ 3.238 *Control by networks of station rates.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§ 3.239 *Use of Common Antenna Site.*—No FM license or renewal of an FM

license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for FM broadcasting in a particular area and (1) which is not available for use by other FM licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of FM stations that can be authorized in a particular area or would unduly restrict competition among FM stations.

§ 3.240 *Multiple Ownership.*—(a) No person (including all persons under common control) [1] shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

[1] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

RULES RELATING TO EQUIPMENT

§ 3.251 *Transmitter power.*—The rated power and operating power range of transmitters shall be in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.252 *Frequency monitor.*—The licensee of each FM broadcast station shall have in operation at the transmitter an approved frequency monitor independent of the frequency control of the transmitter. For detailed requirements thereof see Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.253 *Modulation monitor.*—The licensee of each FM broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.254 *Required transmitter performance.*—The construction, installation, operation, and performance of the FM broadcast transmitter system shall be in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.255 *Auxiliary Transmitter.*—Upon showing that a need exists for the use of an auxiliary transmitter in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter.

(2) The transmission of regular programs during maintenance or modification [1] work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c). Tests shall be conducted only between midnight and 6 a.m., local standard time.

(e) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitter, but in no event shall it be greater than such power.

§ 3.256 *Alternate main transmitters.*—The licensee of a FM broadcast station may be licensed for alternate main transmitters provided that a technical need [1] for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Both transmitters shall meet the construction, installation, operation, and performance requirements of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.257 *Changes in equipment and antenna system.*—Licensees of FM broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice concerning FM Broadcast Stations.

(b) Specific authority, upon filing formal application (Form FCC No. 322) therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase or decrease in the power rating of the transmitter.

(2) A replacement of the transmitter as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

(5) Change in location of main studio, if it is proposed to move the main studio to a different city from that specified in the license.

(6) Change in the power delivered to the antenna.

(7) Change in frequency control and/or modulation system.

(c) Specific authority, upon filing *informal* request therefor, is required for a change in the indicating instruments installed to measure transmitter power output, except by instruments of the same maximum scale reading and accuracy.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice concerning FM Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof and such changes shall be shown in the next application for renewal of license.

[1] This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request thereof shall be in accordance with section 1.365.

[1] Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

RULES RELATING TO TECHNICAL OPERATION

§ 3.261 *Time of Operation.*—All FM broadcast stations will be licensed for unlimited time operation. Until further notice a minimum of 6 hours per day of operation will be required, which shall consist of 3 hours during the period 6 a.m. to 6 p.m., local standard time, and 3 hours during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of a licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the inspector in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

§ 3.262 *Experimental Operation.*—The period between 12:00 midnight, and 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

§ 3.263 *Station inspection.*—The licensee of any FM radio station shall make the station available for inspection by representatives of the Commission at any reasonable hour.

§ 3.264 *Station license, posting of.*—The original of each station license shall be posted in the transmitter room.

§ 3.265 *Operator requirements.*—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (Form FCC No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of an FM broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

§ 3.266 *Facsimile broadcasting and Multiplex transmission.*—Transmission of simplex facsimile on FM channels in accordance with the Commission's Standards of Good Engineering Practice on facsimile may be permitted, upon application to the Commission, during hours not required to be devoted to FM aural broadcasting. The Commission may grant experimental authority to an FM station for the multiplex transmission of facsimile or other signals and aural broadcast programs, provided that the transmission of facsimile or other signals is incidental to the aural broadcast, does not reduce the quality of the aural program and that a filter or other additional equipment is not required for receivers not equipped to receive facsimile or other signals.

§ 3.267 *Operating power: how determined.*—The operating power, and the requirements for maintenance thereof, of each FM broadcast station shall be determined by the methods prescribed in the Standards of Good Engineering Practice covering FM broadcast stations.

§ 3.268 *Modulation.*—The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent nor more than 100 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

§ 3.269 *Frequency tolerance.*—The center frequency of each FM broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

§ 3.270 *Inspection of tower lights and associated control equipment.*—The licensee of any FM station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each 24 hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within 30 minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each 3 months all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

OTHER RULES RELATING TO OPERATION

§ 3.281 *Logs.*—The licensee of each FM station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., together with the name or title thereof and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record", "transcription", etc., and the time it is announced as a mechanical reproduction. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:

(i) Operating constants of last radio stage (total plate current and plate voltage).

(ii) Transmission line current or voltage.

(iii) Frequency monitor reading.

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(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(c) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 3.240 as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light.

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (CAA) notified of the failure of any tower light not corrected within 30 minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (CAA) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§ 3.282 *Logs, retention of.*—Logs of FM stations shall be retained by the licensee for a period of 2 years. However, logs incident to or involved in any claim or complaint of which the licensee has notice shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

§ 3.283 *Logs, by whom kept.*—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

§ 3.284 *Log form.*—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

§ 3.285 *Correction of logs.*—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§ 3.286 *Rough logs.*—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§ 3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program. Provided, That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.

§ 3.288 *Mechanical records.*—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; *Provided, however,* that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

§ 3.289 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; *Provided, however,* that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of such corporation committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

§ 3.290 *Broadcasts by candidate for public office.*—

(a) *Definitions.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permiting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

§ 3.291 *Rebroadcast.*—(a) The term "rebroadcast" means reception by radio of the program[9] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.[10]

[9] As used in this section, program includes any complete program or part thereof.

[10] In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

(b) The licensee of an FM broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard, FM or noncommercial education broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[11]

[11] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard or FM broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

(c) (1) The licensee of an FM broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of an FM broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose program is rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of an FM broadcast station shall rebroadcast the program of any United States radio station not designated in (b) or (c) above without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.[12]

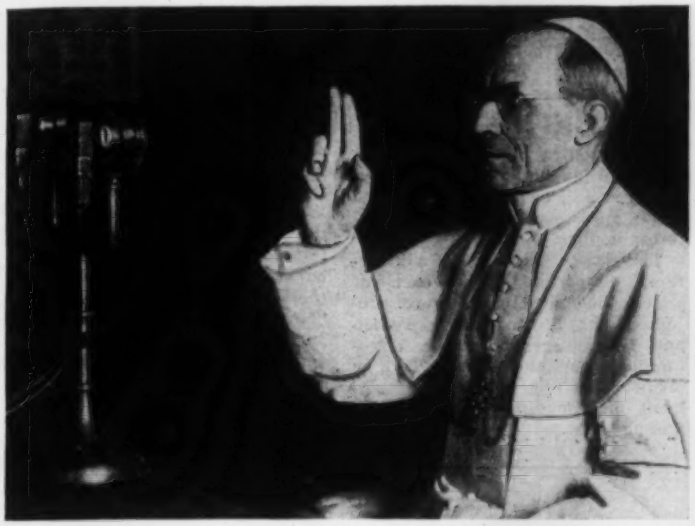
[12] The broadcasting of a program relayed by a relay broadcast station or studio transmitter link is not considered a rebroadcast.

By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.291(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

Appendix to Rules on page 96.

XUM

Pope Pius XII Message to Radio Men



(Vatican City, Sept. 5, 1945)

"We welcome this occasion, gentlemen, of greeting you in our Vatican City State. Among you are executive officers of American radio companies; and this occasion affords us the opportunity of expressing personally our sincere appreciation of the many courtesies extended by American broadcasting systems to our Vatican Radio Station.

More than fourteen years have passed since our predecessor of happy memory inaugurated in person the Vatican Station. At the time he was accompanied by Mister Marconi who himself had designed and supervised its construction; and his first words were of thanksgiving to God who had given man the power of discovering and perfecting the mechanism whereby the human voice is carried to the uttermost parts of the earth and heard by men of every nation and people and tribe under the sun. That inaugural program was heard throughout your country thanks to the ready cooperation of an American broadcasting system; and the same ready cooperation has been shown again and again through the years following. We are grateful for it.

The radio has now become so common that men cease to marvel at what it means to the world. Yet who will count and weigh its benefactions to mankind? We think at once of prisoners of war removed thousands of miles from home and country, of the sick and invalids in hospitals, of missionaries and their flocks in far-off isolated villages, of those who sail the treacherous ocean, of courageous explorers of yet uncharted lands and seas. Verily the radio has been as an angel of protection and solace and charity to unknown thousands. May it continue to carry on that mission of good-will.

Like every human invention the radio can be used as an instrument of evil as well as good. It has been used, it is used to disseminate calumnies, to mislead simple, uninformed folk, to disrupt peace within nations and between nations. That is the abuse of a gift of God; and it is for responsible directors, as far as possible, to check it and eliminate it. Let the good accomplished by the radio always outrun the evil, until the evil becomes weary and falls by the wayside. Is that too much to hope for? Certainly it is a noble goal worthy of men's best efforts; and it is our fervent prayer, as we beg God to bless you and your dear ones at home.

ALDRICH FAMILY LEADS RATINGS

Most popular program with West Coast listeners in August was *Aldrich Family*, with a rating of 14.3, according to the Pacific Network Hooperatings report for August. Walter Winchell was second with 12.4; *Crime Doctor* third with 12.3.

Rest of the first 15 programs were: *Take It or Leave It*, 11.7; *Can You Top This?*, 11.5; *Adventures of the Thin Man*, 10.9; *The Whistler*, 10.4; *One Man's Family*, 10.3; *Vox Pop*, 10.2; *Adventures of Bill Lance*, 10.1; *Dunniger Show*, 9.8; *Dr. I.Q.*, 9.8; *Mr. District Attorney*, 9.7; *Breakfast in Hollywood*, (Kellogg), 9.7; *People Are Funny*, 9.7; *Michael Shane*, 9.7.

Report shows an average evening audience rating of 6.2, a drop of 0.2 from the July report and also 0.2 down from August 1944. Average evenings sets-in-use were 24.2, down 0.8 from July and down 1.7 from a year ago. Average evening available audience was 69.3; down 2.8 from July, down 3.0 from a year ago.

Average daytime audience rating was 4.5, up 1.2 from July, up 0.9 from August 1944. Average daytime sets-in-use was 18.2, up 5.7 from July, up 5.1 from last year.

HIS MASTER'S CHOICE

John P. Wagner, President of the Milwaukee Yellow Cab Co., Helps Ben Wolff, radio's oldest active time salesman, celebrate his 78th birthday by signing a renewal for the 4th consecutive year on WEMP. Mr. Wagner is also a world-famous breeder of German Boxers; he knows thoroughbreds; he knows value!

WEMP *Milwaukee*

AMERICAN BROADCASTING COMPANY

C. J. Lanphier, *General Manager*

Howard H. Wilson & Co., *National Representatives*

Tonal Range Preference of Listeners

Results of Study Show Liking for Narrow Reproduction

By PHILIP EISENBERG
and HOWARD A. CHINN

CBS Research and General Engineering Departments

PROBABLY no study has ever been made to determine whether or not children like candy, because everybody assumes that they do. Possibly for the same reason, this is the first study to seek out the tonal range preference of radio listeners. Everybody has assumed that people would like the most nearly perfect tonal reproduction that radio could give them.

Radio engineers can—and have—built laboratory-type sets that reproduce all the overtones and harmonics of the highest and lowest pitched voices and instruments. In their research, these engineers have accurately charted the frequency range of the human ear, and how it varies with age. They have measured the audible frequency ranges of musical instruments and of speech. They have even checked on how sharply the ear can differentiate between one frequency and another. In short, they have made a very thorough analysis of the measurements of sound and hearing.

Pleasing Qualities

Nobody had yet bothered, however, to find out what qualities of sound are most *pleasing* to hear. The engineer had asked—and had usually asked fellow engineers—whether or not they could detect the difference between methods of reproduction. The psychologist wanted to ask—and to ask all kinds of people—what kind of reproduction they found most pleasant to listen to. This is believed to be the first study in which psychologist and engineer have joined forces on a research problem of interest to them both.

This study consisted of six different experiments, in each of which the participants were presented with 10 passages of speech and 10 passages of music. (Preliminary tests showed that fatigue or boredom might influence judgment in longer sessions.) Each passage was of one minute duration and was reproduced so that it alternated every 10 seconds between two different tonal ranges or between two different volume levels. A pair of signal lights told listeners when changes in sound quality occurred, in order to help them identify their preferences.

The listeners were not told which light corresponded to which method of reproduction. On the contrary, they were told that there were no right or wrong answers; that they were simply to indicate after each passage which one of the two kinds of reproduction they found more pleasant to hear. Forms on which the subjects entered their choices provided space for a "No preference" or "Equal" vote. In all, 29 listener sessions were conducted for the various experiments, in which 498 respondents registered over 10,000 individual listening preferences.

Three tonal ranges used in this study were designated as narrow, medium, and wide. "Narrow" approximates the reproducing capacity of any set that has yet been marketed. "Wide" is well above the capacity of any set that has yet been marketed. "Medium" is halfway between the two. Volume levels were designated as low, moderate, and high, and ranged from 50 to 70 decibels above the acoustical reference level.

Precautions Taken

During the course of the study every possible precaution was taken to avoid error and to eliminate prejudice and misunderstanding. A room simulating living room conditions was used for all tests, with a loudspeaker located so that all respondents would receive the same volume and quality of sound. Instructions to the listeners were recorded so that all tests groups would hear them in the same sequence and with the same emphasis.

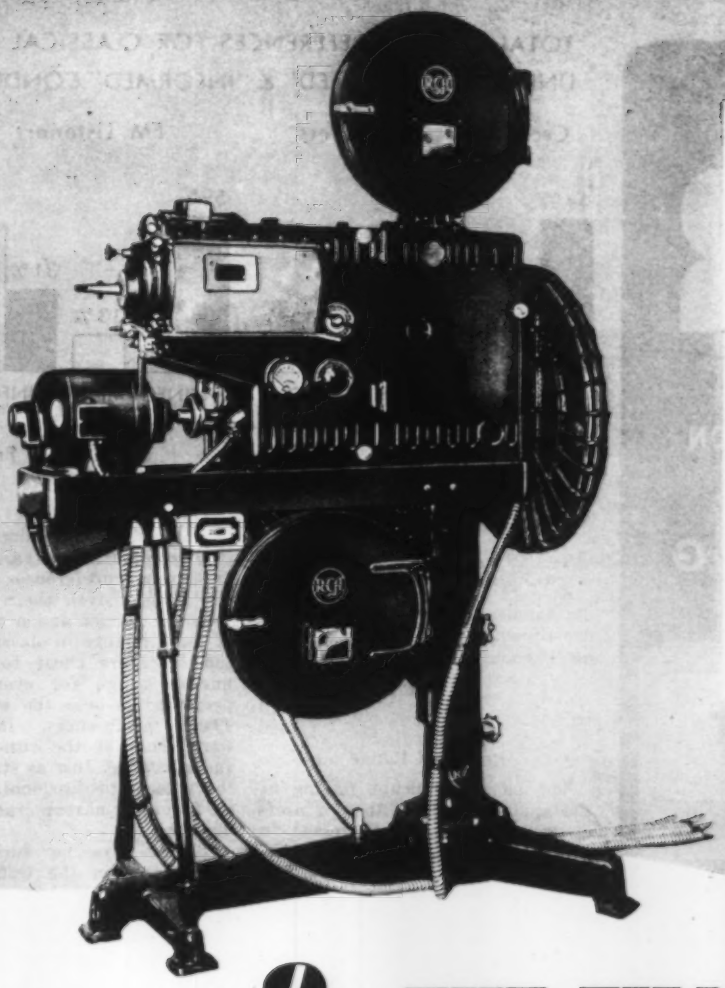
Since it was felt that program content might influence listeners' preferences, the test material covered a wide variety of content, including male and female speech, mixed dramatic speech, classical and popular music, and piano solo music. As a further safeguard, the passages were transcribed on special "master" type recordings, and a new set of recordings was used in each test in order to avoid any possibility of change in quality through repeated playing. As a matter of fact, the excellence of the recordings was such that few, if any, of the listeners realized the nature of the program source. In addition, one experiment was conducted using live talent, instead of recordings, in order to make absolutely certain that the use of recordings did not affect listeners' preferences.

Special groups, such as FM set owners and persons with much musical experience, were also obtained to ascertain whether their tonal range preferences differ materially from those of ordinary ra-

(*Continued on page 32*)

Why Amarillo Has
$3,420 Per Family
Income . . .
Take a look at this overall picture . . . and there's more, too! Wheat, oil, cattle, cotton, potatoes, onions, carbon black, and war industry make up the $900 per capita income of this rich market . . . an income that's constantly circulated . . . making above-the-average-prospects for your products. No sir, you can't miss with KGNC!
THE FAMILY STATION IN THE GREAT PANHANDLE
KGNC
1440
ON THE
DIAL
AMARILLO TEXAS
AFFILIATED WITH
THE LONE STAR CHAIN
National Broadcasting Co.
Taylor Howe Snowden

XUM



ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the ninth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system — *including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE VICTORY BONDS

9. THE FILM SCANNER

THE idea of broadcasting motion-picture entertainment by television, as a means of adding variety to television programs while reducing programming costs, was, of course, an obvious conception. RCA has been and is a principal factor in developing sound-motion-picture studio and theatre equipment, as well as in the development of television equipment. The wedding of the two is also largely an RCA achievement. The arrangement that allows standard motion-picture films (24 frames) to be televised over a 30-frame, interlaced television system was devised by RCA engineers. The illustration shows the RCA pre-war Film Scanner, which used this system.

The Fountainhead of Modern Tube Development is RCA

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

WAKR

AKRON'S *First* STATION

ALL DAY LONG

C. E. HOOPER REPORT

MARCH AND APRIL 1945

MORNING INDEX 8 TO 12 NOON MONDAY THRU FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
54.7	22.9	1.9	*13.9	*6.6

AFTERNOON INDEX 12 TO 6 P. M. MONDAY THRU FRIDAY

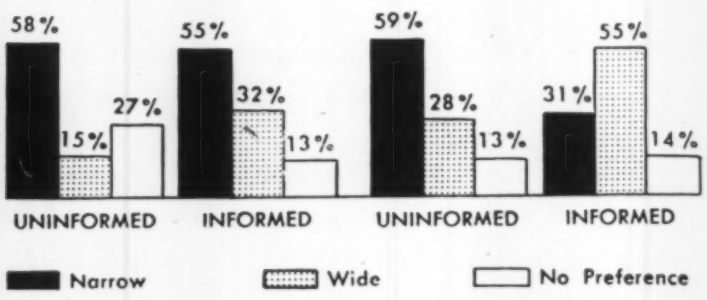
WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
30.0	22.1	4.1	*34.5	*9.3

* STATIONS LOCATED OUTSIDE OF AKRON

WAKR TOWERS OVER AKRON

Basic Station
AMERICAN BROADCASTING CO.
5000 WATTS · DAY & NIGHT
Weed & Co.
NATIONAL REPRESENTATIVES

TOTAL RANGE PREFERENCES FOR CLASSICAL MUSIC
UNDER "UNINFORMED" & "INFORMED" CONDITIONS



Tonal

(*Continued from page 30*)

dio listeners. Additional tests were consequently set up with FM set owners and professional musicians as subjects and the results compared to those of the other listeners.

Preferred Range

The most significant finding of the study is this: Although preferences were rarely expressed in overwhelming fashion, at no session did the majority of any listening group cast its vote for a wide tonal range of sound reproduction. This fact carries even more weight when it is remembered that both cross-section and special-listening groups were included, and that a wide variety of program content was heard both through transcriptions and live broadcasts.

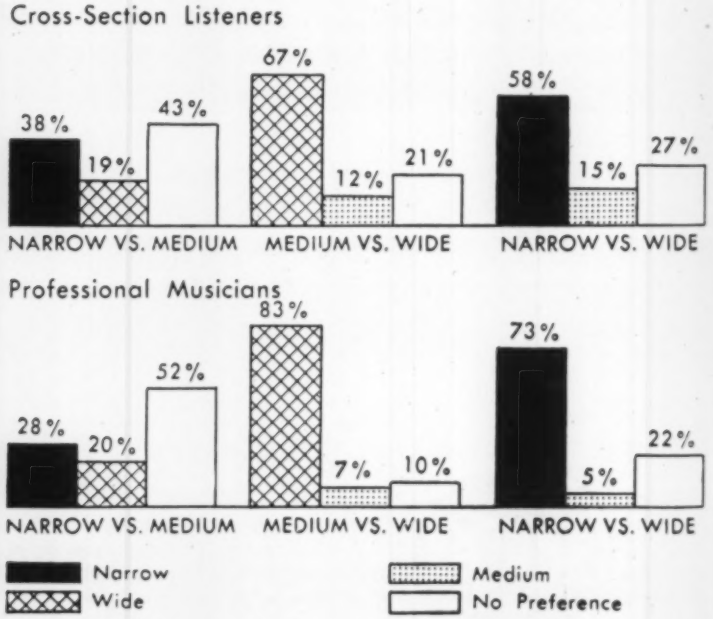
An interesting and rather unexpected exception to the generally indecisive expression of opinions came out of the tests covering tonal range preferences for classical music. Given their choice between a narrow and a wide range of tonal quality in classical music, four listeners chose to hear the narrow range for everyone who preferred to hear the wide range. These preferences, incidentally, were those of the run-of-the-mill radio listener. Just as striking was the vote of professional musicians in favor of narrow range reproduction.

There were no such marked preferences in the tests covering popular orchestra, piano solo and female speech. In fact, the largest number of listeners in these tests —some 40%—marked their ballots "No preference". Such preferences as were indicated fell somewhere between a narrow and medium band.

Stronger preferences were registered in the volume level tests. Whereas more than one-quarter of

(*Continued on page 34*)

TOTAL RANGE PREFERENCES FOR CLASSICAL MUSIC



XUM

Announcing A NEW RADIO SERVICE

Geared for NEW-DAY ACTION

A group of seasoned station representatives with outstanding reputations for creative selling—as radio craftsmen and merchandisers—have joined together to form *Lewis H. Avery Inc.* Conveniently located offices in Chicago and New York are now in full operation.

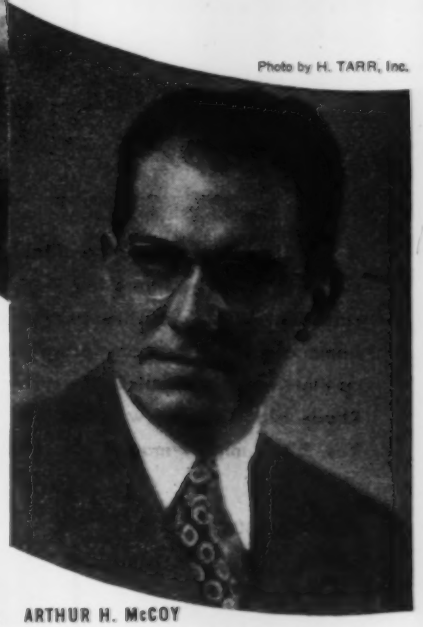
LEW AVERY says... *"It is our aim and objective... to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity*

... to see that advertising agency and client receive complete and specific data regarding stations, markets, time periods and programs available — careful attention to every detail — and a constant *personal follow-through* once the order is obtained

... to give radio stations, agencies and advertisers alike, service geared to the new world at peace, with its many-sided new competition."

Photo by BACHRACH

Photo by H. TARR, Inc.



LEWIS H. AVERY

A pioneer in commercial radio and today one of the best known authorities in the radio broadcasting industry. Thoroughly familiar with the problems of both station and advertiser, as he has worked for the advertiser, the agency, the station and as station representative.

For two years Lew Avery was an announcer on one of America's leading pioneer 50,000 watt stations—two years assistant advertising manager of a public utility—three years associated with a large agency—seven years commercial manager of two leading Buffalo stations—nearly three years with a major radio station representative—and the last three years Director of Broadcast Advertising for the National Association of Broadcasters.

B. P. (TIM) TIMOTHY

Probably the best known radio station representative in Chicago. Tim has had nineteen years of experience covering all the major media—from the advertiser's side of the desk as well as the selling of advertising. One year on a national magazine, four years as advertising and sales promotion manager for a large advertiser—11 years as national advertising representative for a large newspaper—and three years with a major radio station representative.

ARTHUR H. McCOY

A recognized authority on what makes for successful radio offers.

To round out his university training Mac spent two years doing radio survey, advertising research and market analysis work. The last six years with a major station representative in Chicago and then in New York have confirmed his reputation as a keen analyst and sound merchandiser.

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
Plaza 3—2622

333 No. Michigan Ave.
Chicago 1, Illinois
Andover 4710

Tonal

(*Continued from page 32*)

all judgments were of the "No preference" variety in the tonal range tests, as few as 2% and never more than 27% were unable to make up their minds in the volume level tests. Listeners prefer a peak sound intensity level somewhere between "moderate" and "high". The most preferred combination, within the limits of this study, seems to be a narrow tonal range and a 60 to 70 decibel acoustical level.

Both tonal range and volume level preferences of the respondents were analyzed by age, sex, education, musical training, and whether or not the subjects played an instrument. In general, the analyses showed no differences between the various groups. Listeners over 26—the age at which the average person begins to suffer hearing loss—showed no difference in preference from younger listeners. Moreover, the special tests conducted with professional musicians and FM listeners provided further evidence that group differences have no bearing on tonal range or volume level preferences.

Prestige Factor

At the conclusion of each session, listeners—who had been making selections solely on the judgment of their ears—were told they had been hearing "low" and "high-fidelity" sound reproduction. They then heard two more passages, knowing, as they listened, which one was high-fidelity and which was low-fidelity. This was done to test the effect of suggestion on the choices.

Under these conditions, the majority of the cross-section and of the musicians still preferred the narrow band, or "low-fidelity" range. Preference for the wide range increased a little, but mainly from among those listeners who had previously had no preference. The only group who reversed their decisions were the FM listeners.

When they were *not* informed of conditions, they preferred the narrow-to-medium range like everyone else. But when they *were* informed, most of them changed their choices to the wide range. It would seem from this that FM set owners have been susceptible to the statements that have been made stressing the high quality of FM reproduction.

Conclusions

It has been suggested that the widespread preference for restricted tonal range is the result of years of experience in listening to a narrow band on the radio and on recordings; that with new experience, listeners will overcome their initial dislike and discover fresh enjoyment in wide range. This is a theory, however, with no published evidence to support it. Actually, all of us have had extensive experience with wide range in speech. We hear it every day in ordinary conversation, and we hear a relatively wide range in sound reproduction whenever we attend the movies.

It is admitted that these experiments do not furnish conclusive evidence to settle this question one way or the other. The findings, however, tend to confirm an alternate hypothesis: That a narrow tonal range is preferred because it sounds better, rather than that listeners' tastes have been spoiled.

The factor of suggestion is also an important consideration in this connection. Although listeners do not prefer a wide tonal range, it is also true that the entire matter of range is probably not as important to them as is volume level. When volume level was constant and tonal range varied, choices were not made with great confidence. Listeners could not discriminate as well between differences in tonal range as they could wish with volume levels.

Because of these facts, and because tonal range is generally a matter of no great concern to most listeners, it was possible to influence some listeners to change their minds simply through the suggestion that is implied in the words "high fidelity". It is unlikely that verbal suggestions would have influenced listeners to choose volume levels which they had originally said they disliked.

This first psychological-engineering approach to a common problem has been beneficial for both sides. It has given engineers reason to reconsider some of their concepts and practices. And it has provided psychologists with new information about auditory perception. At CBS, such joint research is continuing on other problems of sound reproduction.

Wire Recorder

ARMOUR magnetic wire sound recorder will assume a place of importance in the fields of marine and aircraft radio telephone communication and amateur short-wave radio broadcasting as a result of licensing agreement granted to Hallicrafters Co., Chicago, recently. Under terms of contract, Hallicrafters also plans to manufacture the wire recorder for use in conjunction with home radio receiving sets, especially in the amateur field. This addition brings the total number of companies licensed by the Armour Research Foundation of Illinois Institute of Technology to more than twenty.

GE Constructs

CONSTRUCTION of buildings at "Electronics Park", General Electric Co.'s headquarters plan for its electronics department, will begin immediately at Liverpool, five miles from Schenectady, N. Y., Dr. W. R. G. Baker, vice-president in charge of the department, has announced.

Texastatistics

Maine, Pop..... 782,200*
Rhode Island, Pop. 694,500*
New Hampshire.. 453,300*
Total 1,930,000

WOAI Daytime Primary Area
Pop. 1,916,500*

*Copr. 1945, Sales Management Survey of Buying Power; further reproduction not licensed.

If you are looking for profitable postwar markets, you'll be interested in these "Texastatistics." WOAI's daytime primary area is the home of almost as many progressive Texans as there are inhabitants in the states of Maine, Rhode Island and New Hampshire combined! Yes, it's a mighty market . . . and a market in which WOAI has been the dominant radio voice for nearly 25 years.

So . . . it is only natural that—year after year—WOAI continues to sell more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

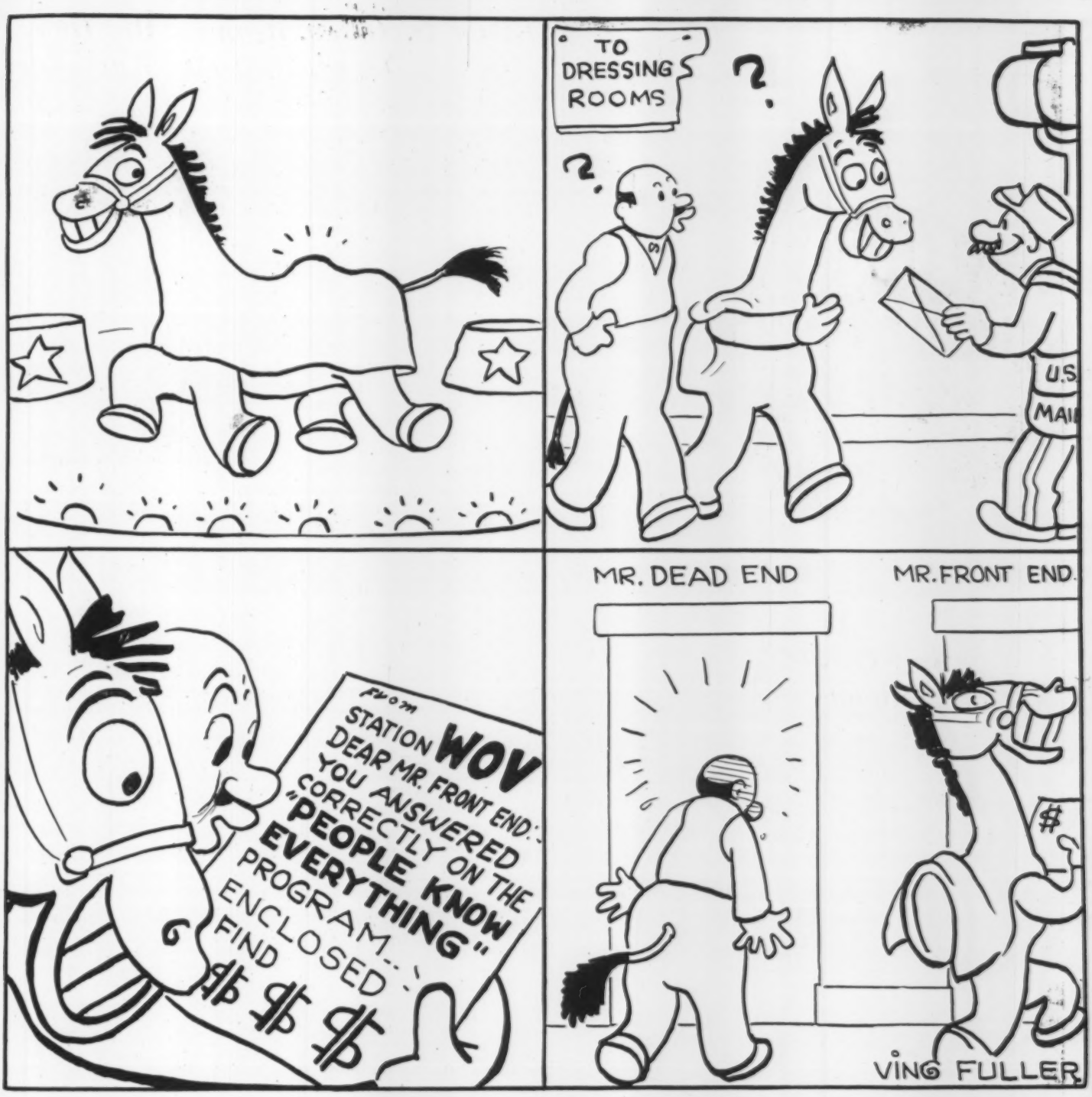
50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI San Antonio

Represented Nationally By
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

XUM



THREE TIMES DAILY THIS POPULAR NEW YORK QUIZ SHOW BUILDS ITS OWN AUDIENCE . . . . .

AMONG the most popular of all WOV broadcasts, is "People Know Everything", a telephone quiz show on the air once every weekday morning and twice in the evening, WOV listeners submit questions by mail. At the time of the broadcast the announcer audibly telephones a number and if the person who answers the phone knows the answer, questioner and questionee split the money on deposit. "People Know Everything" builds its own audience . . . listeners with ears glued to their radio receivers.

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

LINGO
RADIATORS
are
back!
Now Available
Without
Priority!
PROMPT DELIVERY
From Materials on Hand
Your post-war plans take a decided spurt now that Lingo Radiators are priority-free! Because of the limited amount of materials on hand, production must be concentrated now on radiators not exceeding 250 ft. in height. Regardless of whether you are ready to install now or not—order your Lingo Radiator now. It will be constructed on a first-come, first-served basis and delivered when you want it.
Act Now—Wire or Phone Today
Please include in your inquiries the radiator height required and approximate site, so that complete quotation can be made immediately covering the radiator itself and its subsequent erection when so desired.
JOHN E. LINGO & SON, INC.
EST. 1837 CAMDEN, NEW JERSEY
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS

Glenn D. Gillett Reopens His Offices After 3½ Years' Service in War Effort

GLENN D. GILLETT, consulting engineer, has reopened his offices at 982 National Press Bldg., Washington, after 3½ years as a civilian consultant on duty with the armed forces, where he served with the assimiliated rank of colonel.

Mr. Gillett closed his offices March 1, 1942, to join the National Defense & Research Council. He was assigned to Fort Trumbull, New London, Conn., at the Navy's Underwater Sound Laboratory operated by the Columbia U. Division of War Research. Most of his staff accompanied him to New London.

At Fort Trumbull Mr. Gillett was a development supervisor, designing and developing antisubmarine sound equipment for surface craft. Having been interested at one time in mechanical design, he took an active part in turning out in 1943 the production models put into widespread use.

Developed Training Aids

Later he was in charge of a group that developed mechanical training aids for submarine control parties and groups, paralleling for submarine warfare the part played in aviation by the Link trainer. He installed at Midway in the fall of 1944, the first mechanical training facilities outside the continental United States. At Midway he spent some of his spare time at a lathe, turning out pieces from mahogany.

Returning just before Christmas 1944, he worked with the laboratory until early February. His second son, Sgt. David Gillett, had been killed in Italy Sept. 16, 1944.

Determined to see the war through, he joined the Operations Analysis Group attached to the 20th Air Force, serving as a civilian consultant and analyst. After two months' work in the U. S. he was sent to Guam, remaining from May through August. At Guam he worked on electronic gear as an analyst. Projects included studies designed to increase the communication efficiency of bombers over Japan. Another project involved a formula to increase the accuracy of high-precision bombing in bad weather. Here his pre-war experiments at W41MM, the Gordon Gray FM station atop Mt. Mitchell, not far from Winston-Salem, N. C., proved useful in developing multiplex FM communications channels.

With Mr. Gillett in the reopened offices will be Henry Riblet, associated with him before the war. Other staff members are to rejoin the firm when they are released from the service.

MR. GILLETT

PW Shanghai Circuit

DIRECT two-way radiotelegraph communication between Shanghai and Los Angeles-New York has been set up through Press Wireless, according to J. W. Chaplin, PW communication director. Voice transmission is being arranged. Service ceased with capture of Shanghai by the Japanese in 1941. At that time PW staffmen left through a rear door as Japanese entered the office. Most escaped through Japanese lines to Chungking. J. B. Powell, comptroller at Shanghai, later was captured and suffered injuries to his feet while imprisoned. After release he received treatment for a year in a New York Hospital but is permanently crippled.

Expand 'Tracy'

SWEETS Co. of America, Hoboken, currently sponsoring *Dick Tracy* Mon.-Wed.-Fri. 5:15-5:30 p.m. on American, is adding Saturday evening half-hour *Dick Tracy* series for adult audience. Starting Oct. 6, new series will be broadcast Saturday 7:30-8 p.m. over coast-to-coast network much larger than 38 station hookup for juvenile series. Agency is Ivey & Ellington, New York.

Split Fee

DURING the Mutual board meetings in New York last week, Lewis Allen Weiss, vice-president and general manager of Don Lee Network, Hollywood, took a cab from his hotel to the meeting at the Ambassador Hotel. Arriving at his destination Mr. Weiss handed the cab driver a one dollar bill to pay the 30 cent fare, exclaiming, "Let's split it". The driver tore the bill in half, returned one half to Mr. Weiss and kept the other in agreement of the split. Needless to say Mr. Weiss thought the incident so amusing he returned his half to the cabbie.

first *in Audience Influence!*

"ATOMIC BOMBS!" The KGW crew was FIRST with a nation-wide broadcast a few hours after the atomic bombing of Hirashima was announced, direct from the atomic bomb plant at Richland, Wash.

first *in War!*

first *in Peace!*

It looks funny now, but this photo, dated April 11, 1925, is of the FIRST remote pick-up amplifier used in the city of Portland. This installation was at the Presbyterian church.

Science has made great strides in the 23 years KGW has been serving the Pacific Northwest. KGW has never rested on its past achievements, but has kept pace with all developments. No wonder this station delivers such a large and loyal audience to the radio advertiser!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

FM does it

with the G-E CIRCULAR ANTENNA

More coverage for the same power

● FM can increase your effective radiated power and coverage to give *more* listeners *better* reception. General Electric FM makes this improved service possible with high-gain antennas that multiply your effective radiated power output many times.

● ***This is why.***

● Conventional antennas designed for standard broadcast frequencies produce no signal gain; for on standard broadcast frequencies, high-gain antennas are impractical to erect because of physical limitations. With FM, however, high-gain antennas have practical dimensions and are easy to install. Antennas of this type can give one kilowatt the effectiveness of eight; five kilowatts the effectiveness of forty—*at no increase in transmitter, tube, maintenance, or power costs!*

● Outstanding performer among high-gain antennas is the G-E circular antenna which produces higher signal gain per bay and gives substantially equal coverage in all directions. And for those installations where other than circular radiation patterns are required, G-E circular antennas of special design will be available. Compare these facts:

NO. OF BAYS	POWER GAIN*	COVERAGE**
2	1.70	10,600 sq. mi.
4	3.63	13,250 sq. mi.
6	5.50	14,500 sq. mi.
8	7.24	15,400 sq. mi.

* Compared to a standard half-wave dipole.
** 50 microvolt-per-meter contour.
Transmitter power output, 10 kw.
Average antenna elevation, 400 feet.

● Today, G-E circular antennas are proving themselves in many of the nation's leading FM broadcast stations where they are giving greater coverage per watt and more effective radiated power per station dollar.

For complete information on General Electric FM circular antennas and on FM broadcast equipment, write *Electronics Department, General Electric, Schenectady 5, N. Y.*

Establish a priority on delivery of your FM equipment.

Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-D7-6914

XUM

8-BAY TYPE
Rated transmitter power
10 kw.
Effective radiated power
72.4 kw.
Effective coverage
15,400 sq. mi.

ADDITIONAL COVERAGE WITH NO INCREASE IN TRANSMITTER POWER.

An exclusive development of General Electric, this horizontally polarized circular antenna—often called the "doughnut"—is capable of giving substantially equal coverage in all directions with power gains of 7 or more. Lower coupling between bays make this antenna non-critical and easy to tune.

G-E FM circular antennas are simple in design, rugged in construction, withstand high wind velocities and provide high efficiency over the entire FM broadcast band. Sleet-melting units are available where required.

2-BAY TYPE
Rated transmitter power
10 kw.
Effective radiated power
17 kw.
Effective coverage
10,600 sq. mi.

53 FM BROADCAST STATIONS ARE ON THE AIR; OVER 400 APPLICATIONS ARE PENDING.

FM DOES IT—

- FM increases your effective radiated power with the G-E Circular Antenna.
- FM triples your tone range and adds a new dimension to your programs.
- FM gives your audience programs with virtually no static or man-made noise.
- FM multiplies your effective coverage day and night.
- FM minimizes station interference.
- FM gives your programs vivid naturalness with greater dynamic sound range.
- FM contributes to the economy of your broadcast system.

Use G-E Electronic Tubes in your station for maximum dependability and finer performance.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

AM • TELEVISION • FM

See G.E. for all three!

KANSAS CITY

IS A

K

O-

Z

Y

MARKET

•

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

List of Pending Applications for FM Broadcast Stations Sept. 12

ALABAMA

Birmingham—The Birmingham News
Birmingham
Birmingham Broadcasting Co. Inc.
Birmingham, Johnston Broadcasting Co.
Birmingham—Voice of Alabama Inc
Huntsville—The Huntsville Times Co.
Mobile
W. O. Pape, tr/as Pape Broadcasting Co.
Mobile—Mobile Daily Newspapers Inc.
Montgomery
Montgomery Broadcasting Co.
Montgomery—G. W. Covington Jr.
Tuscaloosa—James R. Doss Jr.

ARKANSAS

Ft. Smith—Donald W. Reynolds

CALIFORNIA

Alameda—Times Star Publishing Co.
Alhambra
So. Calif. Associated Newspapers
Avalon—Santa Catalina Island Co.
Bakersfield—McClatchy Broadcasting Co.
Fresno—J. E. Rodman
Fresno—McClatchy Broadcasting Co.
Glendale
So. Cal. Associated Newspapers
Hollywood
Columbia Broadcasting System
Hollywood
Warner Bros Broadcasting Co.
Los Angeles—The Times Mirror Co.
Los Angeles—Hughes Productions, etc.
Los Angeles
American Broadcasting Co. Inc.
Los Angeles
Consolidated Broadcasting Corp. Ltd
Los Angeles—Earle C. Anthony Inc
Los Angeles—National Broadcasting Co.
Los Angeles—UAW-CIO
Los Angeles—Standard Broadcasting Co.
Marysville
Sacramento Valley Broadcasters
Oakland—Tribune Building Co.
Oakland—Warner Bros.
Ontario
The Daily Reports, a partnership
Palo Alto—Peninsula Newspapers Inc.
Pasadena—So. Calif. Broadcasting Co.
Riverside
The Broadcasting Corp of America
San Diego—Airfan Radio Corp. Ltd.
San Diego
Union Tribune Publishing Co.
Santa Barbara
News-Press Publishing Co.
San Bernardino
The Sun Co. of San Bernardino
San Bernardino
Lee Bros. Broadcasting Co.
San Francisco
The Associated Broadcasters Inc.
San Francisco
Pacific Agricultural Foundation Ltd.
San Francisco
National Broadcasting Co.
San Francisco
American Broadcasting Co. Inc.
San Francisco
Don Lee Broadcasting System
San Francisco
KJBS Broadcasters, a partnership
San Mateo—Hughes Productions, etc.
San Pedro
San Pedro Printing & Publishing Co.
Sacramento—Royal Miller Radio
Sacramento
McClatchy Broadcasting Co.
Stockton—E. F. Peffer
Stockton—McClatchy Broadcasting Co.
Richmond
Contra Costa Broadcasting Co.

COLORADO

Colorado Springs
Out West Broadcasting Co.
Denver—KLZ Broadcasting Co.
Denver—National Broadcasting Co.
Pueblo—Curtis P. Ritchie

CONNECTICUT

Hartford—The Hartford Times Inc.
New London
Thames Broadcasting Corp.
Waterbury—Harold Thomas
Waterbury—American Republican Inc.

DELAWARE

Wilmington—WDEL Inc.

DISTRICT OF COLUMBIA

Washington—Capital Broadcasting Co.
Washington
The Evening Star Broadcasting Co.
Washington—National Broadcasting Co.
Washington—The Crosley Corp.
Washington—Eleanor Patterson, d/b as The Times Herald
Washington
Marcus Loew Booking Agency
Washington
Mid-Coastal Broadcasting Co.

FLORIDA

Daytona Beach—News Journal Corp.
Ft. Lauderdale—Gore Publishing Co.
Jacksonville—Florida Broadcasting Co.
Jacksonville—The Metropolis Company
Pensacola—Pensacola Broadcasting Co.
Miami—Miami Broadcasting Co.
Miami Beach—A. Frank Katzentine
Miami Beach
Isle of Dreams Broadcasting Corp.
Orlando—Orlando Daily Newspapers Inc.
Orlando—The Tribune Co.
St. Petersburg
Pinellas Broadcasting Co.
Tampa—Tampa Times Co.

GEORGIA

Atlanta
The Constitution Publishing Co.
Augusta—Augusta Broadcasting Co.
Columbus
Columbus Boardcasting Co. Inc.
Columbus
Georgia-Alabama Broadcasting Corp.
Atlanta—Liberty Broadcasting Co.
Macon—Middle Ga. Broadcasting Co.
Macon—Southeastern Broadcasting Co.
Macon—Macon Telegraph Pub. Co.
Nr. Moultrie—Frank R. Pidcock Sr.

ILLINOIS

Aurora—The Copley Press Inc.
Bloomington—A. M. McGregor, et al, d/b as Radio Station WJBC
Champaign
The Champaign News Gazette Inc.
Chicago—Agr. Broadcasting Co.
Chicago
American Broadcasting Co. Inc.
Chicago—UAW-CIO
Chicago—Chicago Federation of Labor
Chicago—Raytheon Mfg. Co.
Chicago, Drovers Journal Publishing Co.
Chicago—National Broadcasting Co.
Chicago
Oak Park Realty & Amusement Co.
Chicago—WJJD Inc.
Decatur—Commodore Broadcasting Inc.
Elgin—Copley Press Inc
Freeport—Freeport Journal-Standard
Harrisburg, Harrisburg Broadcasting Co.
Herrin—Orville W. Lyerla
Joliet—The Copley Press Inc.
Peoria—Peoria Broadcasting Co.
Peoria—Midwest FM Network Inc.
Peoria—Commodore Broadcasting Inc.
Quincy—Quincy Newspapers Inc.
Quincy—Illinois Broadcasting Corp.
Rockford—Rockford Broadcasters Inc.
Rock Island
Rock Island Broadcasting Co.
Springfield
Commodore Broadcasters, Inc.
Springfield—WCBS Inc.
E. St. Louis
Miss. Valley Broadcasting Co.
Waukegan
Keystone Printing Service, Inc.

INDIANA

Connersville—News-Examiner Co.
Elkhart—Truth Publishing Co. Inc.
FT. Wayne—Midwest FM Network Inc.
Ft. Wayne
Farnsworth Television & Radio Corp.
Hammond—Radio Station WJOB
Indianapolis—Ind. Broadcasters Inc.
Indianapolis—Ind. Broadcasting Corp.
Indianapolis, Capitol Broadcasting Corp.
Indianapolis, Scripps Howard Radio Inc.
Indianapolis—WFMB Inc.
Indianapolis, Evansville on the Air Inc.
Indianapolis—The Wm. H. Block Co.
Kokomo—Kokomo Broadcasting Corp.
Lafayette—WFAM Inc.
Muncie—Donald A. Burton
Shelbyville—Shelbyville Radio Inc.
Terre Haute—Banks of the Wabash Inc.

IDAHO

Boise
Queen City Broadcasting Co. Inc.
Boise—Boise Broadcasting Station
Pocatello—Radio Service Corp.
Twin Falls—Radio Broadcasting Corp.

IOWA

Burlington
Burlington Broadcasting Co.
Cedar Rapids—The Gazette Co.
Davenport—Tri-City Broadcasting Co.
Des Moines—Central Broadcasting Co.
Dubuque—Telegraph Herald
Dubuque—Dubuque Broadcasting Co.
Waterloo
Josh Higgins Broadcasting Co.

KANSAS

Hutchinson—Hutchinson Publishing Co.
Lawrence—The World Co.
Topeka
Topeka Broadcasting Association Inc.
Wichita—Radio Station KFH Co.
Wichita
Farmers & Bankers Broadcasting Corp.

KENTUCKY

Ashland—Ashland Broadcasting Co.
Henderson
Henderson Broadcasting Co. Inc.
Hopkinsville
Hopkinsville Broadcasting Co. Inc.

(*Continued on page 42*)

I heard one of 'em say he's from WJW's merchandising sales staff. Boy, radio merchandising must be big business!

BIG BUSINESS is right! In the first year WJW's merchandise sales representatives have made 17,196 SALES PRESENTATIONS on products advertised over WJW.

SALES presentations is right! These 17,196 sales presentations resulted in 5,427 INDIVIDUAL SALES TO RETAIL DEALERS. That's a record for results!

Sales RECORD is right! Actual ORDERS comprising 31% OF ALL PRESENTATIONS proves the point!

And MORE to the point! 4,490 OF THESE SALES WERE TO NEW ACCOUNTS—proving that WJW not only delivers the radio advertising coverage that stimulates dealer interest, but also supplies detailed merchandising cooperation that assures maximum distribution to back up air-vertising's demand!

DO YOU NEED MORE DISTRIBUTION IN WJW'S NORTHERN OHIO COUNTIES?

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

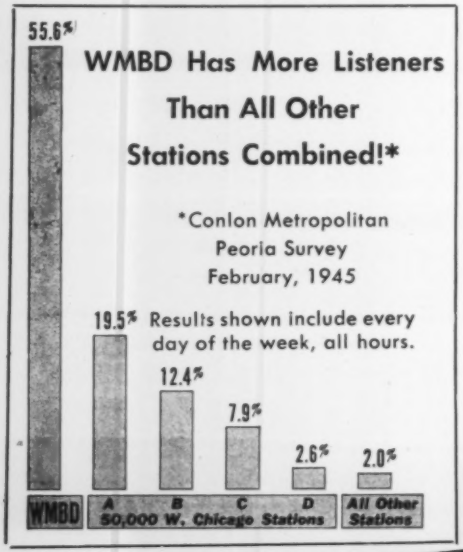
Successful Clothing Firm Has Depended on WMBD For More Than a Decade

MR. FRED E. BLOOM
President of The B & M

Today The B&M is One of Peoria's Leaders

The B & M was one of the first Peoria firms to advertise over WMBD, starting more than 15 years ago. In 1935, they introduced a new daily fashion program called "The B & M Messenger." This program proved so successful they have continued it ever since . . . ten years now *without interruption*. Along with "The B. & M Messenger," this leading firm today sponsors an impressive schedule of spot announcements as well as an evening musical program.

Mr. Fred Bloom, President of the B & M, says: "We feel our consistent use of WMBD has played a vital part in the steady prosperity of our business. WMBD has proved to us it packs real sales influence."



FREE & PETERS, INC.
National Representatives

WMBD
Member CBS

PEORIAREA
Pop.614,200

Applications

(*Continued from page 40*)

KENTUCKY (Continued)

Lexington — American Broadcasting Corp. of Ky.
Louisville — Courier-Journal & Louisville Times Co.
Louisville — WAVE Inc.
Louisville — Northside Broadcasting Corp.
Owensboro — Owensboro Broadcasting Co. Inc.
Paducah — Paducah Broadcasting Co. Inc.
Winchester — Winchester Sun Co. Inc.

LOUISIANA

Alexandria — Alexandria Broadcasting Co. Inc.
Alexandria — James A. Noe
Lake Charles — James A. Noe
Monroe — James A. Noe
Monroe — The Times Picayune Pub. Co.
New Orleans — Geo. A. Mayoral, Wm. Cortada & Ramon Cortada
New Orleans — James A. Noe
New Orleans — Loyola University
Shreveport — James A. Noe

MAINE

Augusta — Gannett Publishing Co. Inc.
Bangor — Portland Broadcasting System Inc.
Portland — Portland Broadcasting System Inc.

MARYLAND

Baltimore — The A. S. Abell Co.
Baltimore — Baltimore Broadcasting Corp.
Baltimore — The Baltimore Radio Show Inc.
Baltimore — Hearst Radio Inc.
Baltimore — Maryland Broadcasting Co.
Baltimore — The Monumental Radio Co.
Hagerstown — Hagerstown Broadcasting Co.
Olney — Edw. Armstrong, Jansky & Bailey, d/b as FM Development Foundation
Salisbury — The Peninsular Broadcasting Co.

MASSACHUSETTS

Boston — E. Anthony & Sons Inc.
Boston — Fidelity Broadcasting Corp.
Boston — Columbia Broadcasting System
Boston — Matheson Radio Co. Inc.
Boston — Worcester Telegram Pub. Co. Inc.
Boston — Filene's Television Inc.
Fall River — Fall River Broadcasting Co. Inc.
Greenfield — Recorder Publishing Corp.
Greenfield — John W. Haigis
Haverhill — The Haverhill Gazette Co.
Holyoke — The Hampden-Hampshire Corp.
Lawrence — Hildreth & Rogers Co.
New Bedford — Earl Anthony & Sons Inc.
North Adams — James A. Hardman
Pittsfield — Eagle Publishing Co.
Pittsfield — Monroe B. England
Waltham — Raytheon Mfg. Co.
Worcester — Worcester Telegram Pub. Co. Inc.

MICHIGAN

Ann Arbor — Washtenaw Broadcasting Co.
Battle Creek — Federated Publications Inc.
Bay City — Bay Broadcasting Co. Inc.
Benton Harbor — The Palladium Publishing Co.
Dearborn — Herman Radner
Detroit — UAW-CIO
Detroit — James F. Hopkins Inc.
Detroit — King-Trendle Broadcasting Corp.
Detroit — WJR, The Goodwill Station
Escanaba — John P. Norton
Flint — UAW-CIO
Grand Rapids — Fetzer Broadcasting Co.
Grand Rapids — Grand Rapids Broadcasting Corp.
Grand Rapids — King-Trendle Broadcasting Co.
Grand Rapids — Midwest FM Network Inc.
Grand Rapids — Leonard A. Versluis
Jackson — WIBM Inc.
Lansing — WJIM Inc.
Muskegon — Ashbacker Radio Corp.
Pontiac — Pontiac Broadcasting Co.
Port Huron — The Times Herald Co.
Saginaw — Saginaw Broadcasting Co.
Wyandotte — Wyandotte News Co.

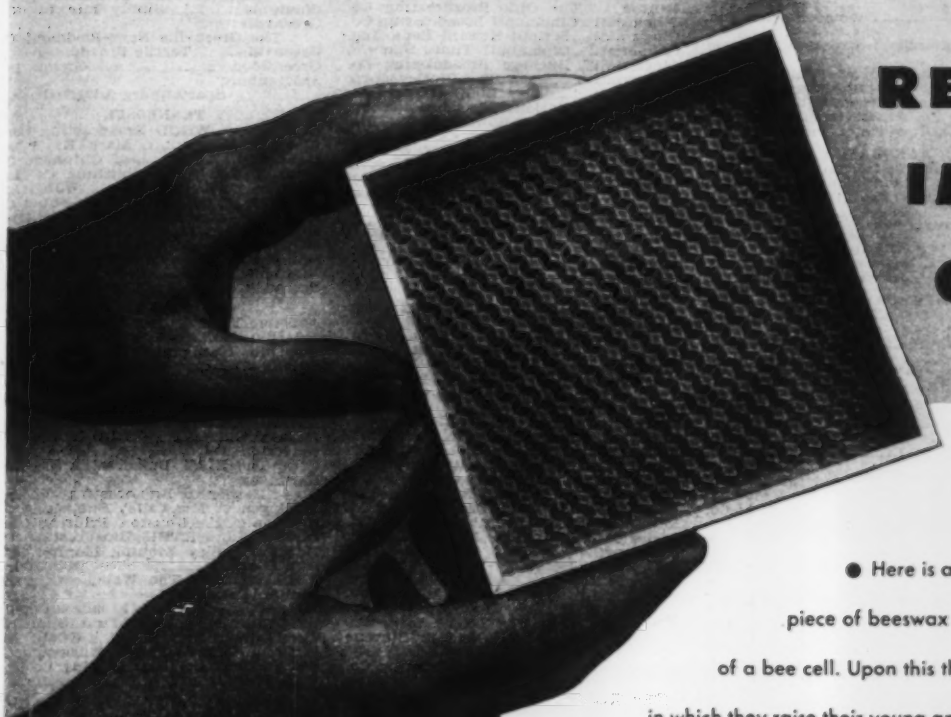
MINNESOTA

Minneapolis — Minnesota Broadcasting Corp.
Minneapolis — Columbia Broadcasting System
Mankato — F. B. Clements, et al, d/b as Southern Minn. Supply Co.
Rochester — Southern Minn. Broadcasting Co.
St. Paul — WMIN Broadcasting Co.
St. Paul — KSTP Inc.

(*Continued on page 44*)

A Fine Corner Property . . .

READY FOR IMMEDIATE OCCUPANCY



● Here is a frame containing Comb Foundation—a thin piece of beeswax hexagonal indentations each the exact size of a bee cell. Upon this the bees will build their waxen home of cells in which they raise their young and store honey. When completed, this will be the familiar honey comb, so uniform and strong in construction that one pound of comb without the frame will support 25 pounds of honey!

It will take thousands of bees working together to fill this comb efficiently. Likewise the ***Beeline***, working in the group principle, represents one of the most efficient coverage units in radio broadcasting. The ***Beeline*** with its 41 primary counties is the only combination of stations that can cover properly the Central California Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for national spot business. See the McClatchy ***Beeline*** rate listing *first under California* in Standard Rate and Data.

PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

As American as Ice Cream

Very frequently we are asked: "What makes your audience so responsive?"

Naturally, when a station lays claim to "One of America's Greatest Direct Response Audiences" there must be a reason. It is this:

Programs that are as American as American can be are beamed at folks who want no frills or lace—just honest-to-goodness, down-to-earth broadcasting. They get it from their WMMN and they're mighty appreciative. They respond enthusiastically—that's that!

They'll respond for you, too!

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Applications

(*Continued from page 42*)

MISSOURI

Kansas City—WHB Broadcasting Co.
Kansas City—Midland Broadcasting Co.
Kansas City—The Kansas City Star Co.
St. Joseph—KFEQ Inc.
St. Louis—Thomas Patrick Inc.
St. Louis
Columbia Broadcasting System
St. Louis
Globe-Democrat Publishing Co.
St. Louis—Missouri Broadcasting Corp.
St. Louis—The Pulitzer Publishing Co.
St. Louis—St. Louis University
St. Louis—Star-Times Publishing Co.

NEBRASKA

Lincoln—Cornbelt Broadcasting Corp.
Omaha—Inland Broadcasting Co.
Omaha—World Publishing Co.
Omaha
Central State Broadcasting Co.

NEVADA

Las Vegas—Nevada Broadcasting Co.
Reno—Reno Newspapers Inc.

NEW HAMPSHIRE

Claremont—Claremont Eagle Inc.
Manchester
The Radio Voice of N. H. Inc.

NEW JERSEY

Asbury Park—Asbury Park Press Inc.
Bridgeport
Eastern States Broadcasting Corp.
Ewing Township
Mercer Broadcasting Co.
Newark—The Evening News Pub. Co.
Newark
Fidelity Media Broadcasting Corp.
Newark—UAW-CIO
Newark—Atlantic Broadcasting Co.
New Brunswick
Home News Publishing Co.
Paterson
No. Jersey Broadcasting Co. Inc.
Paterson—Passaic Daily News

NEW YORK

Albany—WOKO Inc.
Brooklyn—Elias I. Godofsky
Brooklyn—Freqency Broadcasting Corp.
Buffalo—WEBR Inc.
Buffalo—Buffalo Broadcasting Corp.
Buffalo—WBEN Inc.
Corning—The Evening Leader
Dunkirk—Dunkirk Printing Co.
Elmira—Elmira Star-Gazette Inc.
Hornell—The W. H. Greenhow Co.
Ithaca—Cornell University
Jamaica—Radio Projects Inc.
Jamestown
James Broadcasting Co. Inc.
Mt. Vernon
Hudson Broadcasting System, Inc.
W. New Brighton—Radio Projects Inc.
New York—The American Network Inc.
New York
Guillermo Cortada, Ramon Cortada & George A. Mayoral
New York—Bernard Fein
New York
American Broadcasting Co. Inc.
New York
Debs Memorial Radio Fund Inc.
New York
Greater N. Y. Broadcasting Corp.
New York—WLIB Inc.
New York—Hearst Radio Inc.
New York—News Syndicate Co. Inc.
New York—WBNX Broadcasting Co. Inc.
New York
Peoples Radio Foundation Inc.
New York—WMCA Inc.
Ogdensburg
St. Lawrence Broadcasting Corp.
Oswego—Palladium-Times Inc.
Poughkeepsie
Poughkeepsie Newspapers Inc.
Syracuse—WAGE Inc.
Syracuse
Central N. Y. Broadcasting Corp.
Syracuse
Onondaga Radio Broadcasting Corp.
Troy—Troy Broadcasting Co. Inc.
Troy—The Troy Record Co.
Utica—WIBX Inc.
Watertown—The Brockway Company
White Plains
Westchester Broadcasting Corp.

NORTH DAKOTA

Fargo—KVOX Broadcasting Co.

NORTH CAROLINA

Burlington
Alamance Broadcasting Co. Inc.
Durham—Durham Radio Corp.
Greensboro
Greensboro Broadcasting Co. Inc.
Greensboro
N. C. Broadcasting Co. Inc.
Greensboro—Greensboro News Co.
High Point—Radio Station WMFR Inc.
Raleigh—WPTF Radio Co.
Roanoke Rapids—Telecast Inc.
Roanoke Rapids—WCBT Inc.
Rocky Mount—Josh L. Horne
Rocky Mount—William Avera Wynne
Salisbury—Piedmont Broadcasting Corp.
Wilmington—Richard Austin Dunlea
Wilmington—Wilmington Star-News Co.
Winston-Salem—Piedmont Pub. Co.
Winston-Salem
WAIR Broadcasting Co.

OHIO

Akron—Allen T. Simmons
Akron—Akron Radio Corp.
Akron—United Broadcasting Co.
Akron—Summit Radio Corp.
Alliance—Review Publishing Co.
Ashland—Beer & Koehl
Ashtabula—WICA Inc.
Athens—The Messenger Publishing Co.
Canton—The Ohio Broadcasting Co.
Cincinnati—Cincinnati Broadcasting Co.
Cincinnati—Scripps-Howard Radio Inc.
Cincinnati—Cincinnati Times Star Co.
Cincinnati—Buckeye Broadcasting Co.
Cincinnati—The Crosley Corp.
Cincinnati—L. B. Wilson Inc.
Cleveland—National Broadcasting Co.
Cleveland—Scripps-Howard Radio Inc.
Cleveland
United Garage & Service Corp.
Cleveland—UAW-CIO
Cleveland—United Broadcasting Co.
Cleveland—WGAR Broadcasting Co.
Columbus
Central Ohio Broadcasting Co.
Columbus—The Pixleys
Columbus—Unity Corp. Inc.
Columbus—The Crosley Corp.
Dayton—The Crosley Corp.
Dayton
Miami Valley Broadcasting Corp.
Dayton
Great Trails Broadcasting Corp.
Findlay—Findlay Radio Co.
Fostoria—Laurence W. Harry
Freemont—Robert F. Wolfe Co.
Freemont—United Broadcasting Co.
Hamilton
The Fort Hamilton Broadcasting Co.
Lima—Unity Corp. Inc.
E. Liverpool—The Ohio Broadcasting Co.
Mansfield—Unity Corp. Inc.
Marion—The Marion Broadcasting Co.
Marion—RadioOhio Inc.
Marion—The Ohio Broadcasting Co.
Newark—The Advocate Printing Co.
Portsmouth—RadioOhio Inc.
Steubenville
The Valley Broadcasting Co.
Springfield—RadioOhio Inc.
Springfield—Unity Corp. Inc.
Toledo—The Fort Industry Co.
Toledo—The Toledo Blade Co.
Warren—Neid & Stevens
Wooster
The Wooster Republican Printing Co.
Youngstown
The WFMJ Broadcasting Co.
Youngstown—WKBN Broadcasting Corp.
Zanesville—RadioOhio Inc.

OKLAHOMA

Lawton—Ned Shepler
Muskogee—Muskogee Broadcasting Co.
Oklahoma City—WKY Radiophone Co.
Oklahoma City—KOMA Inc.
Oklahoma City
Plaza Court Broadcasting Co.
Oklahoma City—O. L. Taylor
Shawnee—KGFF Broadcasting Co.
Tulsa—Tulsa Broadcasting Co.
Tulsa—Fred Jones Broadcasting Co.
Tulsa
World Publishing Co. and Tulsa Tribune Co.

OREGON

Medford—Mrs. W. J. Virgin
Portland—KXL Broadcasters
Portland—Broadcasters Oregon Ltd.
Portland
Pacific Radio Advertising Service
Portland—Oregonian Publishing Co.
Portland—KOIN Inc.

PENNSYLVANIA

Allentown
Lehigh Valley Broadcasting Co.
Altoona—The Gable Broadcasting Co.
Bethlehem—Associated Broadcasters Inc.
Bradford—Bradford Publications Inc.
Butler—Engle Printing Co. Inc.
Harrisburg
Keystone Broadcasting Corp.
Harrisburg—The Patriot Co.
Harrisburg—WHP Inc.
Hazleton
Hazleton Broadcasting Service Inc.
Johnstown—WJAC Inc.
Lancaster—WGAL Inc.
Philadelphia—Gibraltar Service Corp.
Philadelphia
Phila. Inquirer, a Division of Triangle Publications Inc.
Philadelphia
WDAS Broadcasting Station Inc.
Pittsburgh—Liberty Broadcasting Co.
Pittsburgh
Allegheny Broadcasting Corp.
Pittsburgh
Pittsburgh Radio Supply House
Pittsburgh—WCAE Inc.
Pittsburgh—Scripps-Howard Radio Inc.
Reading—Hawley Broadcasting Co.
Reading—Reading Broadcasting Co.
Scranton—Scranton Broadcasters Inc.
Sharon
Sharon Herald Broadcasting Co.
Uniontown—Fayette Broadcasting Corp.
Wilkes-Barre—Louis G. Baltimore
Williamsport—WRAK Inc.
York—York Broadcasting Co.
York—Susquehanna Broadcasting Co.

RHODE ISLAND

Pawtucket—Pawtucket Broadcasting Co.
Providence—A. A. Schecter
Providence—Providence Journal Co.
Providence
Cherry & Webb Broadcasting Co.
Providence—Colonial Broadcasting Co.
Providence—The Outlet Company

SOUTH CAROLINA

Anderson—Wilton E. Hall
Charleston
Atlantic Coast Broadcasting Co.
Columbia—Surety Life Ins. Co.
Greenville
The Greenville News-Piedmont Co.
Greenville—Textile Broadcasting Co.
Greenwood—Grenco Inc.
Spartanburg
Spartanburg Advertising Co.

TENNESSEE

Chattanooga—WDOD Broadcasting Corp.
Chattanooga—Mark K. Wilson
Clarksville—Leaf Chronicle Co.
Jackson—The Sun Publishing Co. Inc.
Johnson City—WJHL Inc.
Knoxville—Knoxville Publishing Co.
Knoxville—American Broadcasting Corp.
Knoxville—S. E. Adcock
Memphis—Herbert Herff
Memphis—Memphis Publishing Co.
Nashville—WSIX Broadcasting Station
Nashville—Nashville Radio Corp.

TEXAS

Abilene—The Reporter Broadcasting Co.
Amarillo—Amarillo Broadcasting Co.
Amarillo—Plains Radio Broadcasting Co.
Austin—Frontier Broadcasting Co. Inc.
Beaumont—KRIC Inc.
Brownsville
Brownsville Herald Publishing Co.
Dallas—A. H. Belo Corp.
Dallas—KRLD Radio Corp.
Galveston
The KLUF Broadcasting Co. Inc.
Harlingen
Harbenito Broadcasting Co. Inc.
Harlingen—The Valley Publishing Co.
Houston—Houston Printing Corp.
Houston—KTRH Broadcasting Co.
McAllen—Valley Evening Monitor, Inc.
San Angelo—KGKL Inc.
San Antonio—The Walmac Company
San Antonio
Sunshine Broadcasting Co.
San Antonio—Southland Industries
Texarkana—KCMC Inc.
Vernon—Northwestern Broadcasting Co.
Waco—Frontier Broadcasting Co. Inc.
Wichita Falls—Rhea Howard

UTAH

Salt Lake City
Intermountain Broadcasting Corp.

VIRGINIA

Danville—Piedmont Broadcasting Corp.
Lynchburg
Lynchburg Broadcasting Corp.
Newport News
Hampton Roads Broadcasting Corp.
Norfolk—WTAR Radio Corp.
Portsmouth—Portsmouth Radio Corp.
Richmond—Havens & Martin Inc.
Richmond—Larus & Bros. Co. Inc.
Richmond—Richmond Radio Corp.
Roanoke—Time-World Corp.
Roanoke—Roanoke Broadcasting Corp.

WASHINGTON

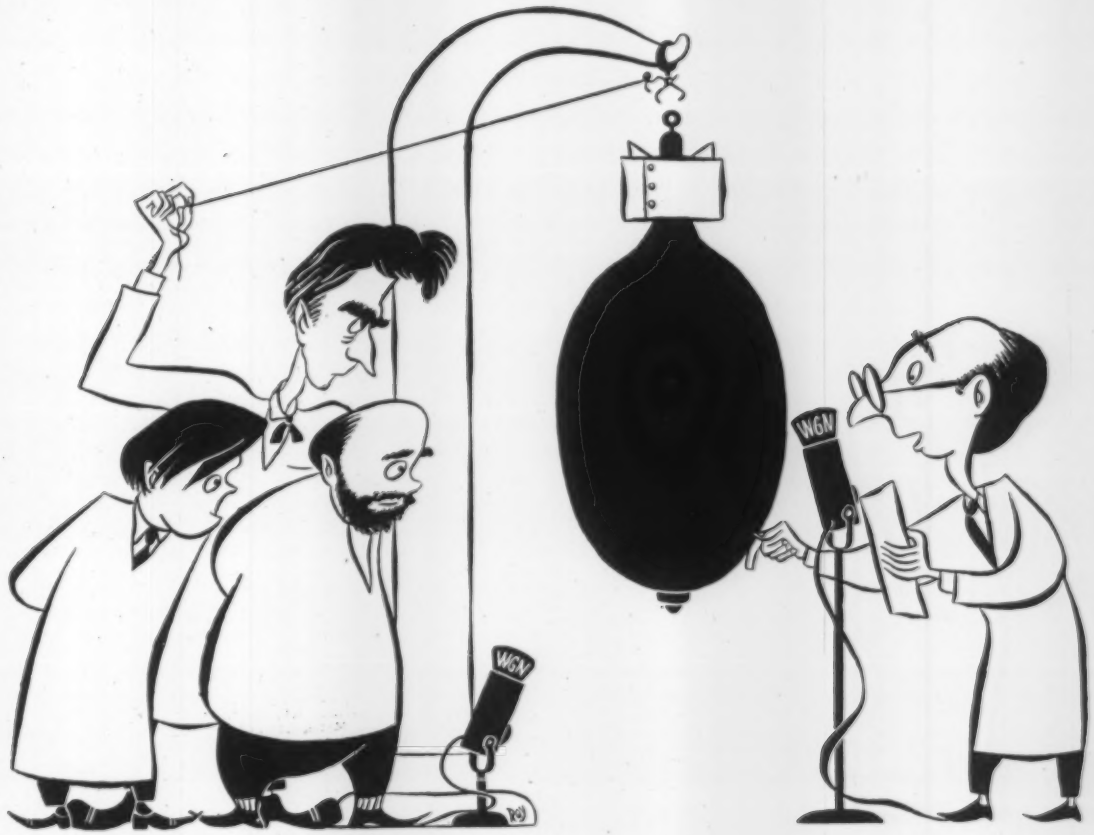
Seattle
Queen City Broadcasting Co. Inc.
Seattle—Evergreen Broadcasting Corp.
Seattle—Radio Sales Corp.
Seattle—Fisher's Blend Stations Inc.
Spokane—Louis Wasmer Inc.

WEST VIRGINIA

Beckley—Beckley Newspaper Corp.
Beckley—Joe L. Smith Jr.
Bluefield—Daily Telegraph Printing Co.
Charleston
Charleston Broadcasting Co.
Morgantown—W. Va. Radio Corp.
Wheeling—W. Va. Broadcasting Corp.

(*Continued on page 46*)

"Sure I know WFDF Flint needs me—but I gotta write my own continuity for this one."



TERRIFIC TIMING....

On Monday, August 6, the world first heard of the mighty Atomic Bomb . . . on August 8 a waiting world listened to "The Human Adventure" and heard the dramatic story behind this astonishing development . . . a WGN origination broadcast over the Mutual network.

Terrific timing, yes, but it didn't just happen. WGN, ever alert, is equipped with the production facilities, personnel and experience to make such a broadcast possible. Between Monday noon and Wednesday evening a complete new show was born on a subject long kept a super-secret . . . working in close collaboration with the University of Chicago faculty the script was written . . . passed the censor in Washington . . . was cast, rehearsed and produced . . . and Wednesday night the timely story of the Atomic Bomb was aired.

In considering this feat *Radio Daily* was prompted to say: ". . . another triumph for a program that already has a long string of successes to its credit in educational radio. The Human Adventure's dramatization of the Einstein theory, to name one, is still without equal."

A Clear Channel Station

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

One Man Sales Force

for

171 Different Sponsors

FULTON LEWIS jr.

One of America's most listened-to news commentators . . . he leads the entire field as America's No. 1 salesman with local sponsors on 171 Mutual stations.

A few choice availabilities are now open to help you get set for "this peacetime business" everybody has been talking about for so long.

Originating from WOL, Washington, D. C.

✓ Write, Phone or Wire at once to—

Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Goodman Places 'Well'

HARRY S. GOODMAN, New York, transcription and radio package agency, has taken over distribution of *The Wishing Well* program owned by Mary Paxton, to sell to one local store in each city. Program has been sponsored by Carson, Pirie, Scott & Co., Chicago, for five years on WBBM and WGN Chicago. Format includes latest fashions related between musical records and prize awarded best letter plus $5.00 merchandise check to four runner-up letters. Agency has sold quarter-hour show to Gladdings & Co., Providence; three-weekly effective Sept. 15 on WJAR Providence; Stewart & Co., Baltimore, five-weekly Sept. 15 WFBR Baltimore; Miller & Rhoads, Richmond, five-weekly Oct. 1 WLEE Richmond; Sherers Dept. Store, Worcester, Mass., Oct. 1 five-weekly WTAG Worcester; J. N. Adams & Co., Buffalo, which has not scheduled station or starting date.

Applications

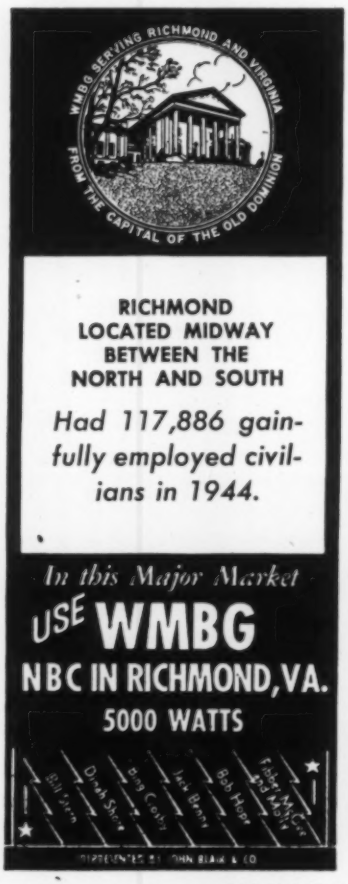
(*Continued from page 44*)

WISCONSIN

Green Bay	Green Bay Newspaper Co.
La Crosse	WKBH Inc.
Madison	Badger Broadcasting Co.
Milwaukee	Wisconsin Radio Inc.
Milwaukee	Hearst Radio Inc.
Milwaukee	Myles H. Johns
Milwaukee	Milwaukee Broadcasting Co.
Oshkosh	Oshkosh Broadcasting Co.
Racine	Racine Broadcasting Corp.
Sheboygan	Press Publishing Co.
Wausau	Record Herald Co.

WYOMING

Cheyenne	Frontier Broadcasting Co.



MAJ. NUNN BACK AFTER 28 MONTHS

MAJ. GILMORE N. NUNN last week was released from the Army where he has served three years in the Air Transport Command, twenty-eight months of which have been overseas. He returns to Lexington, Ky. to resume has duties as president and operating head of the Nunn Stations, comprising WLAP Lexington, WCMI Ashland, Ky.-Huntington, W. Va., WBIR Knoxville, Tennessee and KFDA Amarillo, Texas.

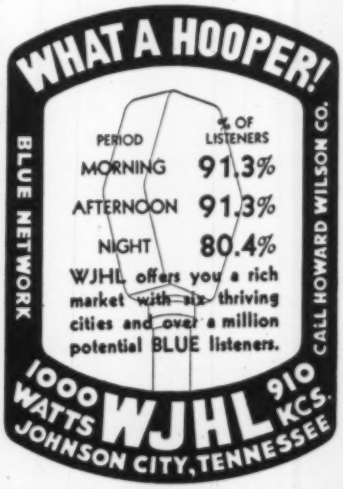
Maj. Nunn

Maj. Nunn also served six months as Vice Consul to Portugal during early 1942 and later with the Air Transport Command was in charge of traffic and priorities for the Port of Cairo. He also served in India, China, Burma and Casablanca and for the past few months has been in headquarters in Washington.

During his absence The Nunn stations were directed by J. Lindsay Nunn, his father, who says he is now going to look after his personal business, a part of which is his farm just out of Lexington in Fayette County where he has a small herd of registered Herefords and thoroughbred brood mares.

Station Help Asked

IN ORDER to insure smooth operation of the Christmas activities in service hospitals this year, the Red Cross is asking stations to aid in telling what sorts of gifts are needed, and how they can reach the hospitals. Because there has been misdirected giving in years previous—a book sent to a blind boy, slippers to an amputee—the Red Cross feels the public would want to know what type gifts would be most appreciated. Red Cross camp and hospital councils are coordinating community effort for the service hospitals.



PETER DOELGER QUALITY PROVES IT!

Peter Doelger Brewing Corporation, brewers of Lambic Lager and Peter Doelger Quality Beer, must have *complete* coverage in America's fourth largest market. So, from a modest beginning in 1943 the Peter Doelger Brewing Corporation has steadily increased its "spots" until today, at the start of its third straight year, PDQ is heard on WAAT 84-times per week, *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station– including all 50,000 watters!

** Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

970 KC
NEWARK, N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

Powerful Popular

WCAO

The Voice of Baltimore

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representative

Sustaining Schedule of WNEW Highlights 26 New Programs

THE FALL and winter program schedule of WNEW New York will highlight 26 new feature presentations which will make their debut during the week starting Sept. 17. WNEW believes that this new sustaining schedule sets a new high in independent station programming. Programs are characterized by a wide variety in content.

Among programs to be ushered in during the week of Sept. 17 are: *Mr. Words and Mr. Music*, a quarter-hour program of life stories of famous composers and their music; *Balancing the Books*, a half-hour discussion of news books between the authors and the studio audience; *Manuel Komroff Program*, in which the author reads from his own works; *The Newspaper Game*, dramatizations of stories behind the headlines; *New York and a New World*, quarter-hour series treating a different country each week.

Postwar Home Program

Also beginning the same week are: *Candles in the Dark*, in which members of three principal religious faiths answer question sent in by listeners; *Your Home Tomorrow*, discussions of new materials and inventions for the home; *It's a Crime*, dramatic mystery-story with a break in the script to propound questions for the audience; *Take My Word*, stories by Joseph Nathan Kane on the origin of words; *I'll Take Romance*, weekly series of romantic comedies.

Other programs starting are *High School Hour*, designed for New York and New Jersey students and their activities; *Story of a Band*, a musical biography of top bands; *History of the Movies*, a behind-the-scene account of the film industry; *Record Collector's Exchange*, a swap shop for record fans; *Crime on our Hands*, a puzzle program for mystery fans.

American Negro Theater is a series of dramatic programs to be presented by members of the American Negro Theater; *Assignment on Broadway* presents Burns Mantle to tell theatergoers current happenings on Broadway; *Movie Music* offers actual scores of musical soundtracks of motion pictures; *Coming Attractions* is an entertainment periscope.

GI News Included

Folk Music Festival is a community sing program led by outstanding singers of folk songs; *Washington Predicts* furnishes prognostications based on facts; *Side Street America* is a weekly program of dramatizations based on happenings all over America; *History of the Met* provides a musical and dramatic account of the Metropolitan since its inception.

International Newsreel gives recorded news and views of local GI's overseas; *The Perfect Program*, is a half-hour show in which national and international personages select their favorite music to be played on records; and *Off the Beaten Path* dramatizes a series of radio experiments.

Surprise

"WE HEAR your program often. We're inveterate moviegoers," explained a couple from Greensboro, N. C. who dropped into WTOP, CBS Washington studios, last week to watch Bill Henry do his 8:55 p.m. net newscast. Bill didn't catch on until they told him his news spot was put on the loudspeaker of their favorite movie house every night. CBS has since discovered that for some time many theaters have scheduled their shows so that they end at 8:55, in order to "broadcast" the program to their audiences.

TO WROK FOR OUTSTANDING PROMOTION

American Broadcasting Company, Inc
30 ROCKEFELLER PLAZA · CIRCLE 7-5700
NEW YORK 20, N. Y.

August 27, 1945

Mr. Walter M. Koessler
General Manager
Radio Station WROK
Rockford, Illinois

Dear Walter:

This year we again polled all the advertising agencies who have accounts on the ABC network and asked the account executives what stations are doing the best job of merchandising their network programs.

Stations were divided into four groups; those located in cities of over 500,000, those located in cities between 100,000 and 500,000, those located in cities between 50,000 and 100,000, and those located in cities of under 50,000.

I am very pleased to advise you that, as a result of this poll, WROK has again won the American Broadcasting Company annual award as one of the three top stations in its group.

Sincerely,

Keith Kiggins

WROK PRODUCES!

THE ONLY STATION THAT WILL DO A JOB IN ROCKFORD, ILLINOIS

GATEWAY TO THE RICH TENNESSEE VALLEY

CBS AFFILIATE

PAUL H. RAYMER CO.
National Representative

WLAC
50,000 WATTS

WLAC

XUM

Pioneers to the Texas Panhandle

"Got Out of a Rut" and . . . .

BUILT AN EMPIRE

Literally true, as the deep ruts made by the wagon trains "moving in" on the prairies of West Texas gradually gave way to good roads linking towns and sections into one great area—Texas Panhandle. In short, these hardy men and women planted the seeds of development—in reality they "got out of a rut" and laid a firm foundation for an empire.

Carrying on in the same resolute and aggressive spirit as their predecessors the Panhandle's populace of today has built one of the most progressive trade areas in the Southwest. Amarillo's modern and impressive skyline stands as a constant reminder of the work done by both the builders of yesterday and today.

KFDA will give you the needed coverage—in the basic populous area of this busy, growing market. Write for the real facts—today.

NUNN STATIONS
KFDA, Amarillo, Tex.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.

Studios: Huntington, W. Va.
—Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Amarillo, Texas

KFDA
A NUNN STATION

REPRESENTED BY THE JOHN E. PEARSON CO.

Howard P. Roberson, Manager

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

46% of N.Y. Housewives Intend to Buy Radios

SPECIAL survey of New York housewives conducted last spring and just released by The Pulse Inc. reveals that 46% of them intended to buy new radios after the war. This was the highest percentage planning to purchase any of six common household items. Second was vacuum cleaners, which 40.8% of the women planned to buy. Electric toasters were third, 33.4%. Then followed electric irons, 26.8%; washing machines, 22.2%; electric broilers, 16.9%.

Of the 1500 homes covered by the interviews, only two were not already equipped with radios. Of the others, sets were reported in good working order by 76.1%; working but in need of repair by 20.5%; not working and needing repair by 3.1%, and beyond repair by 0.3%.

Wainwright TV

NBC motion picture cameramen photographed Gen. Jonathan M. Wainwright upon his arrival in Washington, D. C., Sept. 10, and presented the film at NBC's television station WNBT New York that evening. Film was flown to New York and immediately processed to go on the air that evening. First television films of Japanese surrender were shown Sept. 9 by WNBT.

PART of Bell System caravan of cable-laying equipment moving south from Washington, D. C., drops eight-coaxial conduit on 400 mile Washington-Charlotte link of AT&T national network of new class of lines. Eight coaxials, largest to date, also are being laid now between Shreveport and Dallas. Plowing proceeds about 30 miles a month. Washington-Charlotte link was started Aug. 7, Shreveport-Dallas Aug. 14 (BROADCASTING, July 9). Cable is buried about three feet underground. Plow goes straight through rock, roots and rushing rivulets.

NBC Central Division and its key m. and o. station, WMAQ, observed its 15th anniversary as a tenant of the Merchandise Mart in Chicago on Sept. 10.

CANADIAN FREEZE HAS BEEN LIFTED

CANADIAN STATIONS can now go ahead with construction of new studios, transmitter buildings and other construction plans without hindrance from wartime controls, it was learned by Glen Bannerman, president of Canadian Assn. of Broadcasters, while at Ottawa last week the freeze on construction as well as broadcast equipment and replacements had been fully lifted.

Stations still must apply to Dept. of Reconstruction & Supply, for a building permit primarily so that Ottawa can keep check on what building is going on in the Dominion to meet labor and material controls. Local offices of the department will take applications for building permits and can issue permits for construction.

Spots for Paramount

APPROXIMATELY $1,000,000 will be spent by Paramount Pictures Inc., New York, on advertising and promotion campaigns for four pictures: "Incendiary Blonde", "Love Letters", "You Came Along" and "Lost Weekend". Newspapers, magazines and radio will be used extensively. Chain breaks of 55 stations cross-country will be used. Agency is Buchanan & Co., N. Y.

Campana Switch

CAMPANA Sales Co., Batavia, Ill., which had planned to start *Grand Hotel* on CBS Oct. 6 as Saturday afternoon series (1:30-2 p.m.) instead will sponsor *First Nighter* in 7:30-8 p.m. Saturday period on same network beginning Oct. 20. Evening time was formerly occupied by *America on the Air* sponsored by the Wm. Wrigley Jr. Co. Campana agency is Wallace, Ferry, Hanley Co., Chicago.

WTAD Quincy, IH. Dominates a Rich Town-Farm Market

The Hooper Station Listening Index, Fall, 1944 shows WTAD overwhelmingly dominates the Quincy Market with more listeners than all other stations in the area combined!

LISTENERS ARE BUYERS

Bigger crops are being harvested . . . industries are humming . . . everyone has a pocketful of "buying power." Sell your products on the favorite dial spot, 930 K.C.—WTAD!

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD
QUINCY Illinois
930 K.C. 1,000 Watts
CBS Affiliate
The Katz Agency, Rep.
A Lee STATION

IN MIAMI IT'S . . .

WIOD 610 on the Dial • WIOD 610 on the Dial • WIOD 610 on the Dial •

FULLER BRUSHES	INTERNATIONAL SILVER	UNDERWOOD TYPEWRITERS	BIGELOW-SANFORD RUGS
J. B. WILLIAMS SHAVING PREPARATIONS	PRATT & WHITNEY ENGINES	SILEX COFFEE MAKERS	STANLEY TOOLS
AMERICAN HARDWARE	UNIVERSAL HOME APPLIANCES	COLTS PLASTICS	ROYAL TYPEWRITERS
Cheney Silks	SETH THOMAS CLOCKS	GRAY TELEPHONE	NEW DEPARTURE BEARINGS

YOU'LL BE SEEING THEM—

IN ALL THE OLD FAMILIAR PLACES!

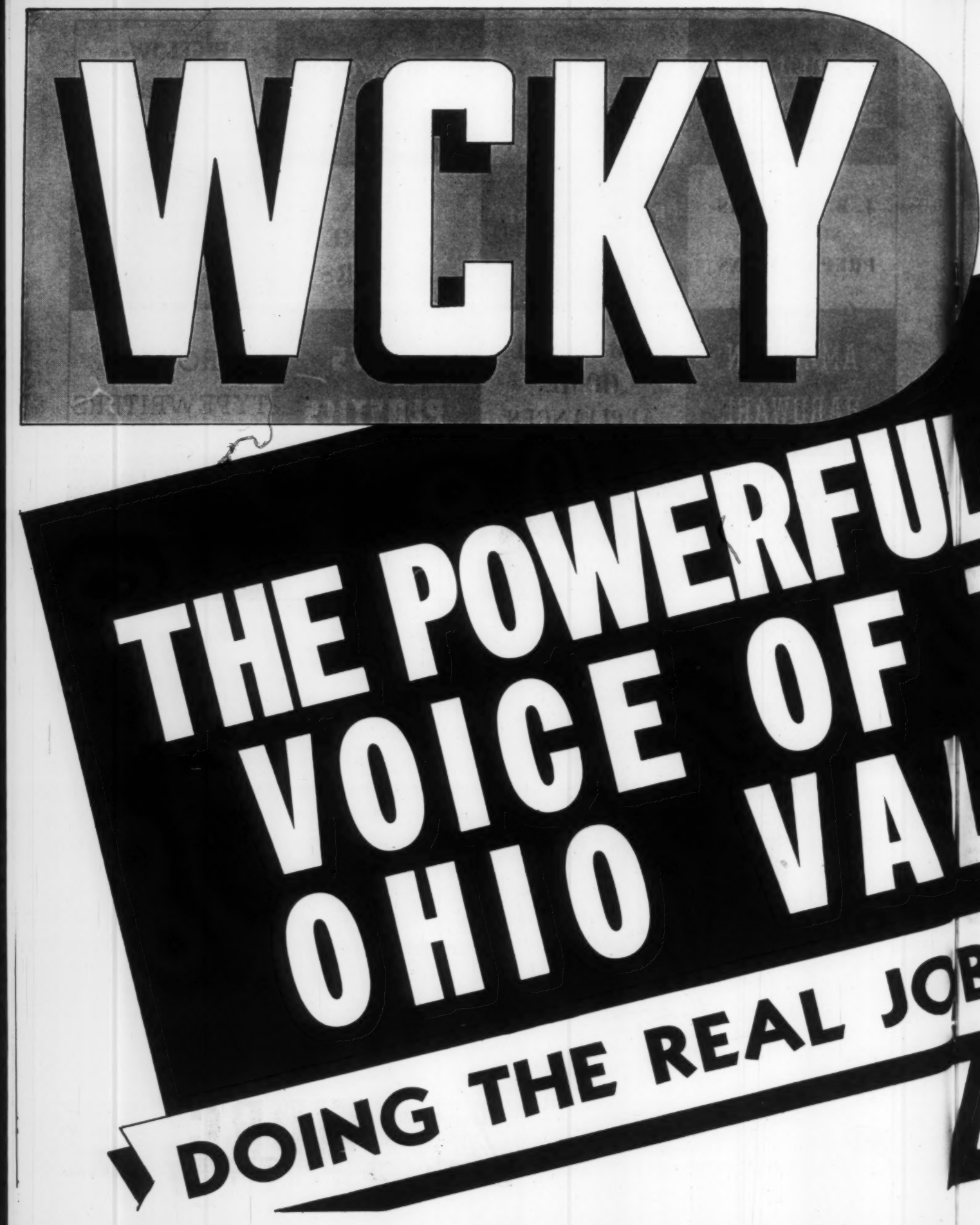
During this period of reconversion, it's full steam ahead here! There's work to be done, and plenty of it. There will be no interruption in the operation of the 44 insurance companies with home offices in Hartford. Many familiar made-in-Connecticut products will become generally available again. Farming in the Connecticut Valley, and the financial and governmental activity in Hartford, Connecticut's capitol, will continue. It's this broad base of employment that assures the remarkable stability and prosperity of The Hartford Market. CONNECT IN CONNECTICUT by using WDRC. Write William F. Malo, Commercial Manager, for availabilities.

Shown above is an incomplete list of many of the famous names you'll find in WDRC's Primary Area — Connecticut's Major Market!

COVERAGE 2 PROGRAMS GET ALL 3 ON WDRC RATE 3

WDRC
HARTFORD & CONNECTICUT
WDRC—FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster


WCKY
THE POWERFUL
VOICE OF
OHIO VA
DOING THE REAL JO

L 50,000-WATT
THE GREAT
LLEY
OB
FOR THE ADVERTISER
L. B. Wilson
CINCINNATI

XUM

NABET's Blunder

MILLIONS of listeners were deprived of usual network service from NBC and American for a short period last week because of a walkout of NABET technicians. The independent union has approximately 400 members at these networks. The walkout was unexpected because the union had given the customary 30-days' notice on bargaining over wages and operating conditions and it was assumed negotiations promptly would get under way. The strike terminated Thursday night and negotiations were begun again. Operations had been previously resumed without NABET men.

The whole situation is an outgrowth of James C. Petrillo's stranglehold on radio. Because the AFM czar's powers are unchecked as yet, NABET alleges that the networks are stalling over terms of a contract for fear of Petrillo reprisals. Jimmy in the past has made no bones about threatening to pull his musicians off the networks. He has done it before and probably would do it again, litigation notwithstanding.

Broadcasters generally have been disposed to look with favor upon NABET. NABET members have been restive. When the 30-day notice was given last week, union officials evidently couldn't or didn't seek to control their members. They walked out. That appears to be an unwarranted action which places NABET much in the same position as AFM.

The platter-turner jurisdictional issue has been decided against AFM. Petrillo still has until November to note an appeal to the Supreme Court. NABET has won its case so far. Certainly it could afford to wait another few weeks (it has carried on now for more than a year) without disrupting essential radio service.

NABET risked prestige with all in radio because of this hot-headed move.

GI *Mr.* Joe

BROADCASTERS who made the month tour of ETO learned many things. They learned about modern warfare and the part radio plays in it. They saw at first hand the results of psychological warfare, with radio in the stellar role. They saw radio men at work.

Among the memorable impressions: many of those kids who worked around stations or networks or agencies as apprentices or scripters or announcers are grown, matured men now. They were given responsibilities that meant the lives of men. They acquired the responsibilities of leadership.

Employers of those men (and girls) shouldn't think of them as youngsters who are equipped simply to pick up where they left off before the shooting began. There's many a competent executive among them capable of assuming management responsibilities and of thinking for himself.

The veteran who returns to radio shouldn't be sold short. All of them won't be able to become department heads or executives. But all should be given the chance to show what they can do.

OWI's Swan Song

AFTER SITTING on one of the hottest spots in Washington for more than three tempestuous war years, Elmer Davis returns to private life. His was one of the toughest assignments in wartime government. President Truman put it mildly when, in accepting the resignation of the OWI chief, he commented: "As part of your reward you received more than your share of brick-bats."

Elmer Davis is a tired man. He's going to take a rest before he makes up his mind on his new work. We hope he returns to radio, where his prowess as a news analyst earned for him the respect and confidence of more listeners than any other man on the air.

Mr. Davis probably doesn't feel that his job was well done. Those sitting on the lid in Washington, however, can assure him that the job was done as well as it could have been done by any mortal being. It was just one of those several thankless tasks of wartime operation where a fellow couldn't win.

From the radio standpoint there isn't any real complaint about OWI. The Domestic Radio Bureau which set up in collaboration with the medium, the network and spot allocation plans, worked nearly to perfection. It brought order out of the radio chaos that had existed when every Government agency besieged stations and networks for time—all in the name of the war effort.

With the OWI's abolition, there is danger of return to disorder in clearance of Government time—now geared toward restoring a normal peacetime economy. That is recognized by Government and medium alike. Plans have been announced for a new network allocation. system covering all media through the War Advertising Council which should preserve the best aspects of the OWI-formulated procedures.

In bidding adieu to OWI, there's one individual who all to often has been overlooked. He is Edward Klauber, former executive vice-president of CBS, who came out of voluntary retirement to do a war job and to give his friend, Elmer Davis, a lift. That was in November, 1943—after Mr. Davis had gone through 18 months of Washington torment. From that day, Mr. Davis' troubles began to wane. That was because Ed Klauber, never one to get in the limelight himself, is a genuis at organization and in personnel relations. Ed leaves too. He says he will return to the retirement interrupted by the war.

To Elmer Davis, Ed Klauber, George Ludlum, who now leave the Washington scene, and to those other soldiers in civvies who served at OWI to help radio contribute its mite, all in radio voice a hearty thanks and Godspeed.

REMEMBER when the word "classified" cropped up in a young man's conversation, you deduced he was talking about his draft status. Now it signals his interest, perhaps, in the free classified ads being offered by various journals to help the serviceman get back into business. BROADCASTING *offers the service—two insertions, 30 words maximum.*

Our Respects To —

IRVING EMERSON ROGERS

THERE aren't enough hours in the day for Irving E. Rogers, president of WLAW Lawrence, Mass., and the Eagle-Tribune Publishing Co.

From early morning until late night he keeps close watch on WLAW operations. Across the street at the newspaper plant he directs publication of the morning *Eagle* and the evening *Tribune*. To keep these operations in order requires frequent hops from radio station to newspaper office, and back again. Any day now Essex Street may come up with a groove, worn by the Rogers' brogues.

Publishing is an interesting and time-compelling business for Irving, but he generally can be found around WLAW. Radio to him is both a challenge and a hobby.

Special events are his specialty. The bigger and better they are, the more he likes them. Biggest of all was the tragic accident to the submarine *Squalus* at Portsmouth, N. H., in May 1939. WLAW got national fame from its coverage. With the only microphone at the scene, WLAW alone told the nation about one of the worst marine disasters in history.

Irving is a native of Lawrence. He was born Aug. 20, 1902. He attended Phillips Andover Academy, class of 1921, and was a member of the class of 1925 at Dartmouth where he belonged to Psi Upsilon fraternity. Before entering journalism, the profession of his father and his grandfather, he attended the U. of Wisconsin journalism school.

In 1927 he was named managing editor of the *Eagle*, and a year later took on added duties as associate business manager and associate publisher. In these capacities he served as assistant to his father in directing the Rogers enterprises.

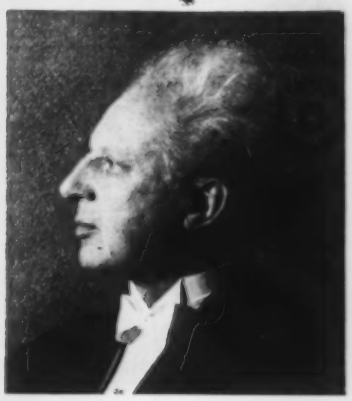
WLAW was dedicated Dec. 19, 1937, on the eve of the elder Rogers 40th year as a newspaper publisher. Starting with 1,000 w daytime on 680 kc, the station has increased to 5,000 w fulltime. On June 15 it became a basic American network station. An application has since been filed for 50 kw.

Since the death of his father in 1942, Irving has been president of WLAW. He has adhered to the elder Rogers' public service pledge in operating the station.

Irving is a director of the Lawrence Cooperative Bank; trustee of Broadway Savings Bank; incorporator of Lawrence Morris Plan Bank; director of YMCA; director of Salvation Army; past noble grand of Lawrence lodge, I.O.O.F.; publicity chairman Victory

(*Continued on page 56*)

How a "local" Public Service Program Can Enrich Tomorrow's Musical World



On August 20, 1945 a new singing star was introduced to the musical world. Under the distinguished leadership of Leopold Stokowski, Phyllis Moffet made her debut before thousands of music lovers at Hollywood Bowl, and there is little question but that her beautiful lyric soprano voice will bring joy to millions in the years ahead.

The KFI-Hollywood Bowl Auditions is only one of several public service programs designed to inspire higher ideals among the youth of Southern California. From 317 young people auditioned, 33 aired their talents during a 15 week series of Monday evening half hours. Phyllis was the winner.

This outstanding musical event is just another way of expressing KFI's firm conviction that public service is "an obligation, a privilege and an opportunity."

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

WDOD SINCE 1925*

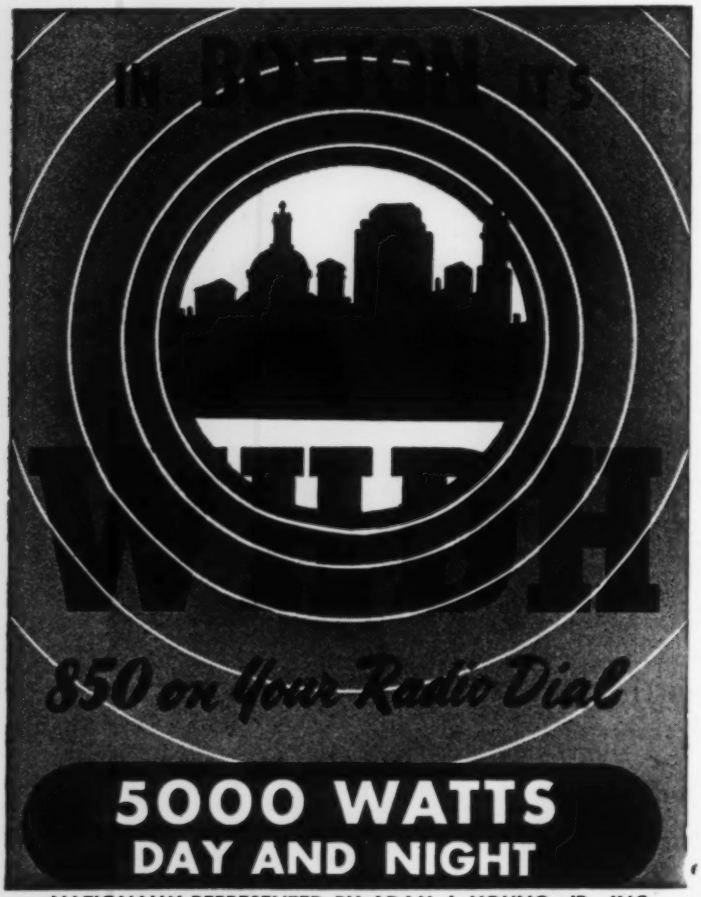
*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the best job in Chattanooga

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

G. L. Sutherland Named As Manager of WILM

GEORGE L. SUTHERLAND, formerly production manager of WIP Philadelphia, last week became manager of WILM Wilmington, Del. He has been in radio for 21 years. WILM is operated by the Delaware Broadcasting Co. and was purchased as a result of the duopoly order of Jan. 11. Alfred G. Hill is president of the company.

Mr. Sutherland was program manager of WFCI Pawtucket, R. I., for three years prior to joining WIP. Previously, he was production manager for two years at WKRC Cincinnati, sportscaster for three years at WBEN Buffalo, production manager for two years at WLW Cincinnati, and manager for three years of WPTF Raleigh. He also held positions at WXYZ Detroit, WHK Cleveland, and WBZ Springfield, Mass. He was recently married to Mary Downey of Blackstone, R. I.

Altschuler's Son Leads Cavalry Band in Tokyo

IT WAS a big thrill for Stanley Altschuler, director of foreign language programs for WJBK Detroit, to read the news stories out of Tokyo giving his son, W/O Morton Altschuler, enthusiastic mention as leader of the First Cavalry Band. The band was chosen by Gen. MacArthur to lead the conquerors' parade in Tokyo.

Under the younger Altschuler's direction, the First Cavalry Band has been praised not only by Gen. MacArthur, but also by Mrs. Eleanor Roosevelt, who heard it on her visit to the Pacific two years ago. W/O Altshuler was the subject of a feature article in the *Detroit News* Sept. 8, and was featured in a front page story in the paper the following day.

MBS Board Meeting

MEMBERS of the Mutual Board of Directors held their quarterly meeting at the Ambassador Hotel in New York last Monday and Tuesday with all but Willet H. Brown, Don Lee Broadcasting System, present. Financial report meeting was attended by the following: E. M. Antrim, WGN; Chesser Campbell, WGN; H. K. Carpenter, WHK; Benedict Gimbel Jr., WIP; J. E. Campeau, CKLW; Edgar Kobak, Mutual president; Alfred McCosker, T. C. Streibert, WOR; John Shepard 3d, Linus Travers, Yankee network, and Lewis Allen Weiss, Don Lee.

Respects

(*Continued from page 54*)

Drive Committee, Region 5; member advisory board, Massachusetts Committee on Public Safety.

He married Martha Buttrick at Andover Mass., June 16, 1928. They have three children, Irving Emerson Jr., Allan Buttrick and Alexander H.

MANAGEMENT

FRED M. STUEPNAGLE has been appointed manager of KVCV Redding, Cal. He replaces **RALPH BRYAN** who recently resigned because of poor health.

JAMES T. CHATTERTON, commercial manager of McKay Radio & Telegraph Co., New York, has been elected assistant vice-president.

PLAQUE was presented to WINN Louisville by National American League Auxiliary for "contribution of monthly program time over a very long period". Presentation to General Manager Harry McTigue was by Mrs. Henry Richardson, district committee woman.

FRANK P. DOHERTY, attorney and owner of KRKD Los Angeles, is included among incorporators of DeMille Foundation for Political Freedom, which has filed articles of incorporation with California Secretary of State. Foundation is result of actions barring **CECIL B. DeMILLE**, former m.c.-narrator of CBS "Lux Radio Theater" and film producer, from broadcasting because he refused to pay a dollar AFRA assessment.

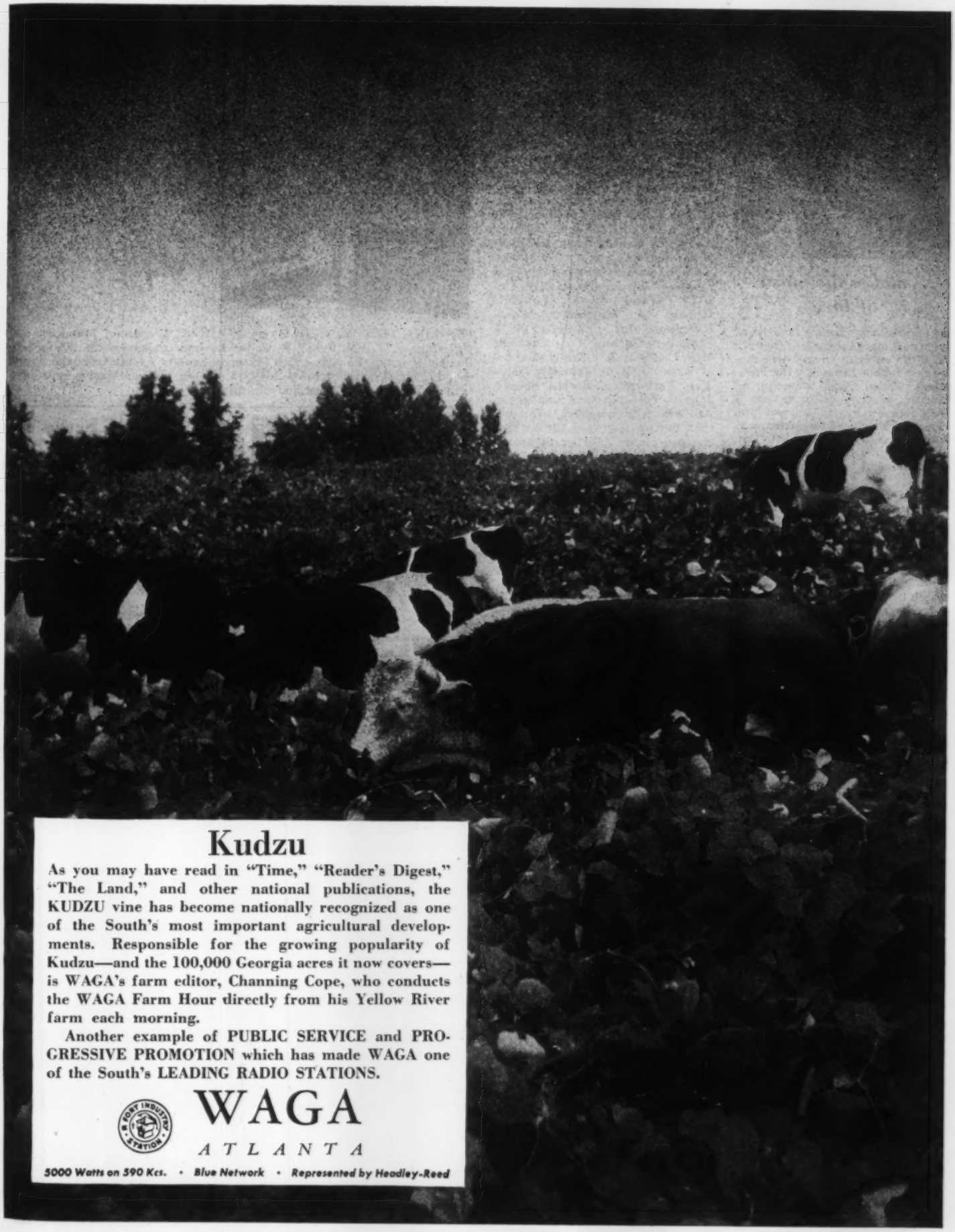
G. BENNETT LARSEN, general manager of WPEN Philadelphia, is in University Hospital suffering an attack of pneumonia.

W. E. Report

WITH many of its war contracts cancelled outright and others reduced, Western Electric Co. had on hand last week only 40% as many unfilled war orders as it had Aug. 1, C. G. Stoll, company president, said. Western Electric's working force was reduced about 15,000 in that period and now totals about 70,000. Reconversion is now going on at full speed and the company believes that the Bell System's $2,000,000,000 postwar construction program, for which Western Electric will furnish most of the material, plus other business, will give the company a volume of business greater than in any peacetime year in its history.

Song Requests

WNHC NEW HAVEN news department, through a special arrangement with Western Union, has installed a ticker in the studio by which listeners may make requests for songs by calling Western Union. Although the service has been in operation only a few days, many telegrams already have been received in advance of the scheduled programs featuring these requests.



Kudzu

As you may have read in "Time," "Reader's Digest," "The Land," and other national publications, the KUDZU vine has become nationally recognized as one of the South's most important agricultural developments. Responsible for the growing popularity of Kudzu—and the 100,000 Georgia acres it now covers—is WAGA's farm editor, Channing Cope, who conducts the WAGA Farm Hour directly from his Yellow River farm each morning.

Another example of PUBLIC SERVICE and PROGRESSIVE PROMOTION which has made WAGA one of the South's LEADING RADIO STATIONS.

WAGA

ATLANTA

5000 Watts on 590 Kcs. • Blue Network • Represented by Headley-Reed

...makes the music of love

The mandolin has been a favorite of serenaders since the days of the 12th and 13th Centuries when it was carried throughout Europe by the Troubadors. Their crude mandolin, or mandora, as they called it, was a direct outgrowth of the ancient lute.

Mozart introduced the instrument to the classics when he had Don Giovanni strum the mandolin as an accompaniment to his amorous serenade.

Mandolin vs. manicure

The Chinese have independently developed a form of the mandolin from the Oriental counterpart of the early Mediterranean lute. Known as the "moon-guitar" because of its shape, the Chinese instrument has four copper or silk strings. Unlike the Western mandolin, the Chinese version is played with long carefully trimmed fingernails in place of a pick. Each string is symbolic of a season.

Plenty of strings to it

The most popular type of mandolin is an eight-stringed instrument. The two lowest strings are of catgut wound with fine silver wire, the next two are copper wire, the fifth and sixth are steel, and the highest are plain catgut.

Although the music of the mandolin is thin and wiry, it has great carrying properties, and is easily heard above the orchestra even in forte passages.

The characteristic tone of the mandolin is thin and nasal, but very penetrating. To record it faithfully presents a problem which is answered best by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division

OF

Western Electric Company

INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

ASCAP to License Industrial Music

Plan Probably Will Be Based On Number of Employes

MEETING of ASCAP executives with representatives of manufacturers and users of industrial sound systems and recorded music for use in industrial plants, held last Monday at the Society's headquarters in New York, concluded by requesting ASCAP officials to draft a formula for licensing such use of its music. When the draft is finished, group will reconvene.

Called by ASCAP, meeting was attended by representatives of RCA, Muzak Corp., Fairchild Camera & Instrument Corp., Executone Inc., Rauland Corp., Stromberg-Carlson Co., Operadio Mfg. Co., Standard Radio, National Assn. of Manufacturers, Canadian Performing Rights Society. John G. Paine, general manager of ASCAP, who presided, explained that during the war ASCAP had charged plants desiring to use its music a token fee of $1 yearly.

Just Beginning

Now that the war is over, he said, a standard licensing system should be put into effect, and he asked the meeting to advise ASCAP as to the proper basis for such licensing. The Society recognizes, he said, that the use of music in industry is just beginning, and that there are many other factors for a plant owner to consider when he is installing a sound system than music alone. ASCAP wants to encourage, not destroy, the use of music in industry Mr. Paine concluded, but it wants its rights recognized in the process.

After some discussion, meeting agreed tentatively on a licensing system based on the number of employes reached by any installation. This would follow the theater licensing plan of ASCAP, based on the number of seats in each theater. It was also decided that licenses should be drafted for five-year terms, to avoid troubling licensees with continual renewals. When the ASCAP plan has been approved by the industry representatives, it is presumed that similar plans will be presented by BMI, SESAC, Associated Music Publishers, and other music licensing organizations.

Symphony Renewed

ALLIS-CHALMERS Mfg. Co., Milwaukee (farm machinery), will sponsor second half of Boston Symphony Saturday night concerts on American this year, sponsor's third with this program which returns to the air Oct. 6. New broadcast time is 9:30-10:30 p.m. (EWT) instead of 8:30-9:30 as previously. Series is placed by Compton Adv., New York.

CBS script for "Service to the Front" broadcast on the atomic bomb has been published by the Syracuse University Press in honor of network's handling of epic story.

IT'S LIKE THIS, says Lew Avery (1), NAB director of broadcast advertising, to Lt. Col. Frank E. Pellegrin, who returns to the job he left in 1942 to enter the Army. Col. Pellegrin expects release from the Army shortly. Mr. Avery left NAB Sept. 15 to open his own station representative offices in New York and Chicago.

COMMERCIAL

ROGER BAKER, former public relations director of WLW Cincinnati, has been named home office account executive. **STUART MacHARRIE**, who recently joined WLW sales staff in Cincinnati, is to transfer to New York sales offices about Nov. 1. **GEORGE JENESON**, commercial traffic manager, incorrectly reported Sept. 3 to be transferring to New York sales office, is expected to shift this week to Chicago sales staff of WLW.

W. F. PIERCE has joined the commercial staff of WOWO Ft. Wayne, Ind., as local salesman.

LOUIS J. RIKLIN, account executive of WOAI San Antonio, has been appointed chairman of downtown division of local Community War Chest.

CAPT. DANIEL C. PARK, former member of sales staff of KYW Philadelphia, now in the Army, is father of a girl.

ELLIOTT CROWE has joined sales staff of CKRC Winnipeg.

GORDON CARPENTER to sales staff of CKMO Vancouver.

HAMPTON M. EUBANK, who has been chief salesman with Brogan-Cadillac, Paterson, N. J., has joined sales staff of WPAT Paterson.

HAROLD HARTLEY, formerly with Boeing Aircraft of Canada, has joined the sales staff of CKWX Vancouver.

HARRY ENGEL, account executive of KWKW Pasadena, Cal., is father of a girl born Sept. 5.

GEORGE BELL has been appointed commercial manager of CKEY Toronto, succeeding **DAN CARR**, to Vickers & Benson, Toronto agency, as radio director. Bell was with Harry E. Foster Agencies, Toronto, before joining sales department of CKEY.

JOHN McSWEENEY, salesman with John Pearson Co., New York, station representative, is father of a girl born Sept. 6.

CJAD Montreal, new 1 kw station, will be represented nationally in Canada by National Broadcast Sales, Toronto.

New KCMO Card

RATE card No. 12, effective Oct. 1 has been issued by KCMO Kansas City, 5,000 w American Broadcasting affiliate on 1480 kc. Program structure has been completely rebuilt in line with power and policy advancements. Termed "easy to read", card lists basic Class A one-hour of $240.

Signs NBC Series

INTERNATIONAL HARVESTER, Chicago, starts sponsorship Oct. 7 of half-hour series on full NBC network, Sunday 2-2:30 p.m. starring Raymond Massey as narrator. Howard Barlowe and his 70-piece orchestra with Lyn Murray Chorus plus guest vocalist each week will also be featured on program originating in New York under production of Russ Johnston, vice-president in charge of radio production for McCann-Erickson, New York, it was announced by Lloyd O. Coulter, vice-president in charge of radio for McCann-Erickson, agency handling account.

Add Mutual Series

R. B. SEMLER Inc., New York (Kreml hair tonic), Sept. 10 added 27 stations to Mutual network carrying Gabriel Heatter, Mon.-Wed.-Fri. 9-9:15 p.m. Zonite Products Corp., New York (Forhan's tooth paste), Sept. 11 also added 27 stations to Mutual lineup for Heatter, Tues.-Thurs. 9-9:15 p.m. Agency for both sponsors is Erwin, Wasey & Co., New York.

DIXIE B. McKEY
ROBERT C. SHAW

— standard broadcasting
— high frequency communications
— television
— antenna design
— field surveys

CONSULTING ENGINEERS

in partnership

ANNOUNCE

Establishment of their Washington Office

1108 16th Street N. W.—Suite 405

THANKS, VARIETY—
AGENCIES AND AUDIENCE THINK
HERSON IS FIRST TOO!

Bill Herson's
"COFFEE WITH CONGRESS"

"FIRST REALLY DIFFERENT PROGRAM WITH A CAPITOL HILL FLAVOR TO COME OUT OF WASHINGTON"

. . so says VARIETY

A completely new idea in morning programming is Bill Herson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m. — It's another "First" for WRC . . .

First time members of Congress have been informally interviewed in their homes—over the breakfast table. Herson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

Another reason why Herson is Washington's No. 1 morning personality. For spot availabilities see NBC Spot Sales.

FIRST in WASHINGTON
WRC NBC
Represented by NBC SPOT SALES

PRODUCTION

GROVER GOLIGHTLY has been named acting program director of WSPA Spartanburg, S. C. He has been chief announcer and sports director.

DOUG OLIVER, announcer-musical director of WJHP Jacksonville, Fla., is father of a boy born Sept. 4.

JACK BAILEY, m.c. of "Queen for a Day" on Mutual, Monday thru Friday 2:30-3 p.m., has been signed by the network to an exclusive five-year contract. United Artists studios are starting production of movie "Queen for a Day" to follow format of radio show. Picture release is set for August 1946.

GENE CONRAD is new member of announcing staff of WHIO Dayton, O. He formerly was with WIZE Springfield, O.

MARGARET W. SIMPSON, for two years continuity writer for WWNC Asheville, N. C., has resigned to marry **GUY KINGSFORD**, radio and film actor recently released by Army.

IVA LEE GREEN is new writer and editor on staff of WWNC Asheville, N. C.

JOE TONKIN, formerly with agricultural staff of WOWO Fort Wayne, Ind., and of late program supervisor with Office of Supply, Commodity Credit Corp., Dept. of Agriculture, has been appointed to succeed **AL BOND** in radio section, USDA Office of Information. Bond is now farm director of KIRO Seattle.

CPL. KEN MARVIN, former announcer for WMCA New York and freelance with CBS and NBC New York, now conducts program on AFN-Munich every morning called "Morning Report", in which he stages a contest between popular dance tunes and hill-billy music.

BILL HUGHES, formerly of CJAT Trail, B. C., has joined the announcing staff of CKWX Vancouver.

KEN MILTON is new member of announcing staff of CKX Brandon, Man.

MILDRED LENORE BOYERS, operations assistant of WNYC New York, was married Sept. 2 to **GILBERT KRIEGEL**, announcer-producer of WQXR New York.

SECRETS of radar are explained for the housewives of America by these guests on the full NBC Mary Margaret McBride program (l to r): E. W. Engstrom, director of research, RCA Labs.; Dr. Irving Wolff, RCA radar pioneer; Stanley Parker, Navy radar operator; John Evans, RCA engineer. Miss McBride (r) is WEAF New York commentator.

DAVE NOWINSON, writer of KFI Los Angeles, is father of a girl born Aug. 30.

JOHN DUNKEL, for two years CBS Pacific Coast director of program writing, has resigned to freelance. He retains assignment as editor of CBS "The Whistler".

IVAN DITTMARS has been assigned musical director of "Hedda Hopper's Hollywood" on American stations.

JULES ROSS, from CKWS Kingston, to announcing staff of CKEY Toronto.

DON CLARK has been assigned Hollywood producer for BBDO on CBS "This Is My Best".

ART BROWN, former veteran early morning man with WOL Washington, is now conducting on WHN New York 7-9 a.m. morning variety program.

ALICE LANE, after five months with WINX Washington, has returned to WWDC Washington to conduct evening women's feature program.

ERNIE COURTNEY, formerly announcer of CKVD Val d'Or and CFCH North Bay, has been discharged from the Canadian Army after being a prisoner of war in Germany, and is now with the production staff of CKWS Kingston.

FRED SMITH, from WIRE Indianapolis, to announcing staff of WOWO Ft. Wayne, Ind.

NEIL ROBINSON, formerly on the production staff of WSBA York, Pa., has returned to the U. S. after 2½ years' foreign service with intelligence section of Troop Carrier Command.

RUPE WERLING, production manager of WIBG Philadelphia, has been named radio director of Bessie V. Hicks Dramatic School. **FRED KNIGHT**, announcer, has been added to faculty as instructor in radio.

W. G. WOODFIELD, formerly account executive, has been promoted to assistant program director of CKRC Winnipeg. **MONTE HALPERIN**, former freelance, joins CKRC announcing staff.

DICK TUCKER is new member of senior announcing staff of WEIM Fitchburg, Mass.

JACK STANLEY, announcer at WGL Ft. Wayne, Ind., married Katherine Altman at Huntington, Ind., Aug. 17.

JAMES VOCALIS shifts from announcing staff of WGAA Gainesville to WMAZ Macon, Ga.

GEORGE MICHAEL is new addition to to announcing and production staff of WGFM Schenectady, General Electric FM station. Formerly with WHEB WORL WCOP, he has been released recently from Canadian Army, in which he enlisted following service in U. S. Army.

WINSTON WILLIAMS, announcer at WMT Cedar Rapids, Sept. 17 is to marry Kathleen Victorine of Cedar Rapids.

WILLIAM HOUSER, former freelance in radio and music fields, has joined KMTR Hollywood as manager of transcription division. He replaces **LYMAN SMITH**, to KFI LOS Angeles (BROADCASTING, Aug. 27).

DEL SHARBUTT, New York announcer, has shifted to Hollywood to handle assignments on CBS "Request Performance" and CBS "Jack Carson Show", both sponsored by Campbell Soup Co.

LINN BURTON, announcer and program man in charge of music for WAIT Chicago for five years, has resigned to freelance.

MORT GREEN, freelance writer, and **BILL KASS**, formerly of Les Weinrott & Assoc., Chicago, have joined the WNEW New York continuity staff.

BOB BRIGHT, conductor of WPAT Paterson, N. J., "Bob Bright's Bandstand" also has become narrator for Paramount Newsreel.

WILLIAM BOHACK, chief announcer of WPAT Paterson, N. J., and **MARGE RICKER**, station receptionist, have announced their engagement. Wedding is set for May 18, 1946.

DONALD P. SELDON, formerly student counselor of the Sacramento (Cal.) College, has been appointed personnel manager of McClatchy Broadcasting Co. (KFBK KMJ KWG KERN KOH), and will work in cooperation with J. Brown Maloney, personnel director of the McClatchy newspapers.

SGT. KEITH FOWLER, with honorable discharge from the 38th AAF Base Unit, first radio unit, Los Angeles, will resume writing for George Burns and Gracie Allen on NBC "Maxwell House Coffee Time".

SARA LANGMAN, war activities director of KFWB Hollywood, has been named public service director of that station, and will resume production and direction assignments.

WSYR MAN
Is First to Raise Flag
Over Tokyo

FIRST to raise the Stars and Stripes over Tokyo was Lt. Bernard T. (Bud) Stapleton, former staff announcer at WSYR Syracuse, according to the station. Bud was with WSYR for two years before called to service in 1942.

Lt. Stapleton

He has been in Manila doing public relations work with the Signal Corps until recently when friends learned he was with first occupation troops in Japan. Then from a Wirephoto used by a local paper, it was discovered Bud was the lad running up the first American flag atop the Nippon News Bldg. in Tokyo, three days before entry by Gen. MacArthur and First Cavalry Division.

Auto-Lite Shift

ELECTRIC Auto-Life Co., Toledo, is moving *Everything for the Boys* from Tuesday 7:30-8 p.m. spot on NBC to the Saturday 8-8:30 p.m. period on CBS. Last NBC broadcast is set for Oct. 9. Agency is Ruthrauff & Ryan, New York.

WSON Mutual

WSON Henderson, Ky.-Evansville, Ind., 500 w on 860 kc, daytime only, will join Mutual Oct. 1 as a daytime affiliate. Station is the network's 276th outlet.

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT* PROGRAMS DAILY!

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN Broadcasting Co.
FREE & PETERS Natl. Reps.

MAKING TRANSCRIPTION HISTORY!

THE NEW KENNY BAKER SHOW

"Sincerely—Kenny Baker"

AMERICA'S FAVORITE TENOR!

WITH

★ DONNA DAE
Famous Fred Waring Vocalist

★ JIMMY WALLINGTON

★ BUDDY COLE
And His Men of Music

★A great new transcribed show... planned for quarter-hour frequency, day or night. Currently produced in Hollywood on a 5-per-week basis. Enjoy the lilting rhythms of Little Miss Rhythm herself, lovely Donna Dae... the colorful emceeing of Jimmy Wallington... the smart music of Buddy Cole and his men... and the glorious voice of our singing star, Kenny Baker. Setting a new high in talent and production for local and regional sponsors.

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD

OTHER CURRENT ZIV SHOWS: *BOSTON BLACKIE • EASY ACES • PLEASURE PARADE • THE KORN KOBBLERS • CALLING ALL GIRLS • SONGS OF GOOD CHEER • MANHUNT*

WHO SAYS INFLATION?
All day long
W-I-N-D
delivers
79%
MORE AUDIENCE PER DOLLAR
now IN 1945 than in 1943
Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.
W-I-N-D
Chicago
5000 WATTS • 560 KC
24 HOUR NEWS SERVICE
AP • INS • UP
NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

AGENCIES

SAMUEL MITCHELL, national advertising director of I Miller & Sons, New York, has resigned to organize his own advertising agency, Dana-Mitchell Adv. at 229 W. 42d St., New York. NORMAN S. GUILBER, former first lieutenant in AAF public relations, will be public relations counsel for new firm.

GEORGE PERREAULT, account executive, is new member of Joseph Maxfield Co., Providence, R. I. M. ELOISE EICHLER joins copy department.

JOHN HYMES, former sales executive with WNEW New York, joins Blow Agency, New York, Sept. 17 as business manager of the radio department, replacing FRANK BARTON [BROADCASTING, Sept. 10]. Prior to his WNEW association, Hymes was deputy chief of the domestic radio bureau of OWI in Washington for two years. He also is former chief time-buyer for Foote, Cone & Belding, New York, and its predecessor, Lord & Thomas.

Mr. Hymes

BENSON INGE, public relations director of Ted Bates Inc., New York, has created a new half-hour package show "Just Fancy", musical series with listener participation twist, available for sponsorship.

JOHN F. REEDER, for nine years vice-president of Young & Rubicam, New York, has resigned to become vice-president and general manager of Walt Disney Productions, Hollywood, and a member of the company's board of directors effective Oct. 1.

GORDON A. ALLEN has been named director of sales division of O'Brien-Gourlay, Vancouver, B. C. For 2½ years he has been account executive with Ruddy Duker Co.

MAURICE HIGH, former AAF first lieutenant, has joined production detail staff in radio department of McCann-Erickson, New York.

A. R. BOCHRACH, for a year with OWI, has returned to Joseph Katz Co. as account executive.

EDWARD L. BAUMILLER, former media director of Pedlar & Ryan, New York, has joined eastern sales staff of Metropolitan Sunday Newspapers. WILLIAM SHINE, account executive of Pedlar & Ryan, takes over Baumiller's duties until new director is appointed.

LOUIS AMANDOLARE, former advertising manager and art director of Davega Stores, New York, has joined A. J. Kurk Adv., New York, as partner and account executive.

AGRICULTURE ADV. & RESEARCH Inc., Ithaca, N. Y., advertising and public relations agency, has opened New York office Sept. 15 at 29 W. 57th St. CHARLES L. REISNER, former advertising manager of De Laval Separator Co., N. Y., will be in charge of new office.

LOUIS E. LEPROHON, former commercial manager of CKAC Montreal, has been appointed radio executive of the Montreal office of F. H. Mayhurst Co., Toronto agency.

F. S. DUROW has joined Dana Jones Co., Los Anegels agency as account executive.

DALE McCUTCHEON has joined J. Walter Thompson Co., Chicago, as account executive. He was with Liberty Magazine for 15 years and was western manager of publication at time of his recall to the Army in Aug. 1942. He was recently released from Army as major.

RITA AIGNE, formerly of Dancer-Fitzgerald-Sample, has joined copy staff of Goodkind, Joice & Morgan.

STORRS J. CASE has been appointed account executive of Grant Adv., Detroit. He formerly was with J. Walter Thompson Co., Chicago, as account executive on Ford Motor Co. account and previously had been director of advertising for the Plymouth division, Chrysler Corp., Detroit.

Mr. Case

EDMUND ABBOTT, former producer at WCCO Minneapolis, one-time production manager of KSL Salt Lake City and producer-director for CBS Chicago, is new member of radio department of Dancer-Fitzgerald-Sample, New York. Abbott has just been released from the Army as captain.

DINNING Sisters, vocal trio featured over WGN-Mutual "Swing's the Thing" are leaving Chicago for Hollywood to make pictures for Columbia studios. Replacement on "Swing's the Thing" aired Thursday 9:30-10 p.m. (CPT) and just renewed for 13 weeks by E. J. Brach & Son (candies), will be Fontaine Sisters, also heard on CBS and NBC variety programs from Chicago.

NETWORK ACCOUNTS

New Business

HEALTHAIDS, Jersey City (Serutan, vitamin beverage), Sept. 10 started Letters to Lindlahr on MBS stations Mon. thru Fri. 12:30-12:45 p.m. with transcribed repeat on 10 West Coast stations 11:15-11:30 a.m. (PWT). Agency: Raymond Spector Co., N. Y.

SWEETS Co. of America, Hoboken (Tootsie Roll), Oct. 6 starts Dick Tracy on American network Sat. 7:30-8 p.m. Agency: Ivey & Ellington, N. Y.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm), Oct. 20 starts First Nighter on CBS Sat. 7:30-8 p.m. Agency: Wallace, Ferry, Hanley Co., Chicago.

WM. WRIGLEY Jr. Co., Chicago, on Sept. 23 starts Gene Autry on 141 CBS stations Sun. 5:30-5:45 p.m. Agency: J. Walter Thompson Co., Chicago.

ELECTRIC AUTO-LITE Co., Toledo, Oct. 13 starts Dick Haymes on 149 CBS stations Sat. 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS., Toronto (Lux), Sept. 4 started Tante Lucie on 5 CBC Quebec stations, Mon. thru Fri. 1:30-1:45 p.m. Agency: J. Walter Thompson Co., Toronto.

STAZE Inc., New York, Sept. 10 started for 52 weeks Rex Miller—Commentator on 39 Don Lee Pacific stations, Mon.-Wed.-Fri. 9:15-9:30 p.m. (PWT). Agency: Raymond Spector Adv., N. Y

CAMPBELL SOUP Co., Camden, N. J., on Oct. 1 starts for 52 weeks Carroll Alcott—Commentator, on 10 CBS Pacific stations, Mon.-Tues.-Wed.-Thurs.-Sat. 8:55-9 p.m. (PWT) Agency: Ward Wheelock Adv., Philadelphia.

BATHASWEET Corp., New York (Bathasweet), Sept. 4 started for 52 weeks Erskine Johnson—Film Chatter on 38 Don Lee Pacific stations Tues.-Thurs. 4:30-4:45 p.m. (PWT). Agency: H. M. Kiesewetter Adv., N. Y.

Net Renewals

WILLIAMSON CANDY Co., Chicago (O Henry candy bar), Nov. 9 renews for 52 weeks Famous Jury Trials on full American Broadcasting Co., 8 p.m. (CWT) Friday. Agency: Aubrey, Moore & Wallace, Chicago.

PLOUGH Inc., Memphis (St. Joseph's aspirin), Oct. 1 renews for 52 weeks Fulton Lewis Jr.—Commentator on 37 Don Lee Pacific stations and on Nov. 1 adds 2 stations for total of 39 Don Lee Pacific stations, Mon.-Wed.-Fri. 4-4:15 p.m. (PWT). Agency: Lake-Spiro-Sherman, Memphis.

AL WILLIAMS HEALTH CLUB, Long Beach, Cal., Sept. 15 renewed for 52 weeks Al Williams Health Club on 39 Don Lee Pacific stations, Sat. 10:15-10:30 a.m. (PWT). Agency: Max Becker Adv., Long Beach.

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries), Sept. 8 renewed Les Alouette Eveready on 10 CBC Quebec stations, Sat. 1-1:15 p.m. Agency: Locke-Johnson, Toronto.

Net Change

STERLING DRUGS, Windsor, Ont. (Phillips Milk of Magnesia), Oct. 5 changes Waltz Time from 9-9:30 p.m. to 9:30-10 p.m. Fri. on 24 CBC Trans-Canada stations. Agency: Dancer-Fitzgerald & Sample, N. Y.

WHY BOTHER DEPT.
Oil Well Fire Is Stopped Then Started Again

THE BIGGEST oil well fire in several years started in Oklahoma City recently. From early morning to late afternoon the flames were roaring and each effort of fire fighters was reported by WKY.

Two expert oil well "shooters" were flown in from Houston. They landed about a quarter of a mile from the well, at one of the municipal airports, and were immediately rushed to the scene.

Then crews went into action. Following along was WKY's mobile unit with E. D. Harvey, special events director, at the mike. Finally the fire was quenched—just at the right moment to serve as a climax for Harvey.

But the broadcast was not completed then for Harvey spotted a wierd anti-climax. A man with a lighted torch ran toward the well, heaved the flaming brand into the stream of oil. And up shot the well on fire again.

The experts glibly explained that the well was fired again so the oil couldn't blow over the countryside all night.

DEMONSTRATION exhibit by KDYL Salt Lake City at Utah State Fair of "What Television Will Mean in Your Home" was awarded a first prize. KDYL engineers are now completing units for an experimental TV transmitter to be located on city's tallest building.

KFBC
CHEYENNE WYOMING
HOME OF FRONTIER DAYS
"THE DADDY OF 'EM ALL"
BLUE NETWORK
REPRESENTED BY RAMBEAU

Honolulu

KGU

Hawaii

760 Kc
2500 W
Clear Channel

KAUAI

FOR FULL COVERAGE OF HAWAII

POPULATION - - - 502,122

Estimate by Territorial Board of Health, July 1, 1945

1944 RETAIL SALES - - - $386,426,009

Based on Sales Tax Collections

• • •

23 YEARS OF CONTINUOUS BROADCASTING SERVICE

• • •

NBC IN THE PACIFIC SINCE 1931

NBC

Affiliated with

THE HONOLULU ADVERTISER

Represented by

THE KATZ AGENCY, INC.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

SPONSORS

WESTERN AUTO SUPPLY Co., Los Angeles (chain auto appliance and department stores), has appointed Arthur W. Stowe Adv., Los Angeles, to handle advertising in eleven western states and in a package deal on Sept. 17 starts four quarter-hour programs daily on KHJ Hollywood. Programs include Arthur Gaeth—Commentator; "The Frolics", "So the Story Goes" and "Rise & Shine". Contracts are for 52 weeks. Firm will use radio in other areas, utilizing live and transcribed quarter-hour programs as well as spot announcements.

DONALD DANFORTH, president of the Ralston Purina Co., St. Louis, celebrates his 25th year of service with the firm this month. Ralston is sponsor of "Tom Mix and His Ralston Straight Shooters" on Mutual and "Grand Ole Opry" on NBC.

Mr. Danforth

CHARLENE SAYRE has resigned from the continuity staff of WHIO Dayton and is now radio director of Rike-Kumler Co., Dayton department store. Her WHIO successor is **ADELE UNVERFERTH**, who shifts from promotion staff.

HUMBLE OIL & REFINING Co., Houston, has bought a large schedule of announcements on WOAI San Antonio to promote high-test gas, thru Franke-Wilkinson-Schiwetz, Houston.

REFORMED Church in America has named International Advertisers, Grand Rapids, as agency for "Temple Time" half-hour religious program, originated by WLAV Grand Rapids and fed to Wolverine Network. Plans call for expansion by transcription and national network.

MIRACLE FOAM Co., Oakland, Cal., plans to promote Super Foam washing powder by radio, in Pacific Coast campaign, thru Ad Fried Adv., Oakland.

H. W. STOVER Co., Oakland, Cal. (Stover protective cream and hand lotions), has appointed Ad Fried Adv., Oakland, to handle advertising. Schedule will be expanded to include radio in October.

TINTEX Co., New York (Tintex), Sept. 10 started daily spot schedule on KPAS Pasadena, Cal., for 10 weeks. Agency is Charles M. Storm Adv., New York.

PISO Co., Warren, Pa. (cough syrup), Sept. 10 started thrice-weekly participation in Tom Owens program on KFI Los Angeles for 52 weeks. Placed thru Armand Weill Co., N. Y.

MENNEN Co., Newark, N. J. (toiletries), is sponsoring five-weekly five-minute transcribed program on KMPC Hollywood. Contract for 52 weeks started Sept. 3. Agency is Duane Jones Co., New York.

ROYAL TOBACCO Co., New York (Lion Cigarettes), has appointed Lawrence C. Gumbinner Adv. Agency, New York, as agency. Plans include radio.

BUILDING ARTS CENTER, Los Angeles (home furnishing firms and allied industries), has appointed Allied Adv. Agencies to handle advertising and along with other media, will use spot announcement schedules on local stations.

SHIPSTAD & JOHNSON, Chicago, promoting Ice Follies of 1946 in Los Angeles, is using a heavy schedule of spot announcements on Southern California stations. Premiere will be sponsored on MBS stations, Thursday, Sept. 20, 11:30-12 midnight (EWT), with delayed transcribed West Coast repeat Sept. 21 on varied schedule. Agency is Smith, Bull & McCreery Adv., Hollywood.

INDEPENDENT DRUGGISTS of California, Los Angeles, on Sept. 10 started thrice-weekly half-hour audience participation "Party Time" on three Universal Broadcasting System stations (KSFO KPAS KFMB), Mon.-Wed.-Fri. 3-3:30 p.m. (PWT). Contract is for 52 weeks. Organization also sponsors daily quarter-hour newscasts on KFMB KFOX KIEV KFWB. Agency is Robert F. Dennis Inc., Los Angeles.

PETER HAND BREWING Co., Chicago (Meisterbrau), Sept. 10 began sponsorship of six-weekly quarter-hour "Easy Aces" on WGN Chicago. Goodman and Jane Ace, writers and talent of program, made their radio debut over WGN in 1931, and Mary Hunter, long a featured member of the show, is a former WGN receptionist. Contract signed thru Mitchell-Faust Agency, Chicago.

ALEXANDER'S Dept. Store, Bronx, New York, has returned "Alexander's Quizdom Class" to WMCA New York as a Friday evening half-hour. Quiz program features high school seniors and offers $2,000 in college tuition as prizes. This year competitions will be open to all high school seniors in New York and Westchester. Agency is Jerome Bernstein Inc., New York.

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary), on Sept. 27 starts five-weekly spot announcement schedule on KPAS Pasadena, Cal. Contract for 52 weeks placed thru Sherman & Marquette, Chicago.

J. B. COBERLY, Los Angeles (used car dealer), Sept. 9 started weekly quarter-hour transcribed "Parade of the States" on KFI Los Angeles for 52 weeks. Smith, Bull & McCreery Adv., Hollywood, has account.

RUM & MAPLE TOBACCO Corp., New York, is sponsoring thrice-weekly 10 minute "Confidentially Yours" on WNEW New York from Aug. 27-Nov. 23. Firm also uses 24 spot announcements weekly on WIBG Philadelphia. Agency is Al Paul Lefton Co., New York.

TELETONE RADIO Co., New York (maker of small radios and radio-phonographs), has appointed B. D. Iola Co., New York, to handle its advertising. Radio is said to be considered.

WESTERN PALISADES BALLROOM, Santa Monica, Cal., in 13-week campaign started Sept. 10, will use total of 476 transcribed announcements per month on seven Los Angeles area stations. Following initial 13 weeks, smaller schedule will be maintained on those stations during winter months. List includes KMPC KFWB KRKD KPAS KIEV KGER KFI. Agency is Smith, Bull & McCreery Adv., Los Angeles.

AMERICAN SCHOOLS, Chicago (home study course), on Sept. 13 started weekly quarter-hour program of recorded music on KHJ Hollywood. Contract for 13 weeks placed thru Earl R. Culp Adv., Los Angeles.

TOBLER Chemical Co., Boston (Better-Klene Miracle Paste), has appointed Harry M. Frost Adv. Agency, Boston, to handle account. Radio is planned.

CALIFORNIA COUNCIL for United Labor & Management, Los Angeles, Sept. 10 started sponsoring Averill Behrman — Commentator, five weekly on KMTR Hollywood. Contract for 52 weeks placed thru John Barnes & Assoc., Los Angeles.

BOYLE-MIDWAY Inc., New York (Aspertane), has appointed Duane Jones Co., New York, to handle its advertising. Radio is said to be considered.

NOXON Inc., Ozone Park, New York, has appointed Duane Jones Co., New York, to handle advertising campaign which may include radio.

HARRIS & FRANK, Los Angeles (clothiers), in addition to daily quarter-hour "Breakfast News by George W. Irwin" on Sept. 6 started weekly half-hour transcribed "Mystery House" on KECA Hollywood. Contract is for 52 weeks. Agency is Robert F. Dennis Inc., Los Angeles.

NEW SPOT business on WMAQ Chicago includes 10 live station breaks weekly for 26 weeks effective Sept. 24 for Maryland Pharmaceutical Co., Baltimore (Rem), thru Joseph Katz Co., Baltimore; five live breaks weekly for 26 weeks effective Sept. 17 for Piso Co., Warren Pa. (cough remedy), thru Armand S. Weill Co., Buffalo; six live breaks weekly for 13 weeks effective Sept. 16 for Westinghouse Mfg. Co., New York (lamps), thru Fuller & Smith & Ross, New York.

LOTSA LAUGHS seem to be chief feature of this NBC "Great Gildersleeve" talent-production huddle which preceded fall kick-off broadcast. Produced for first time without a studio audience. Kraft Cheese Co. (Parkay margerine) continues as sponsor for fifth consecutive year. Checking cues (l to r) are Hal Peary, star; Frank Pittman, Hollywood manager of Needham, Louis & Brorby, agency servicing margerine account; Fran van Hartesveldt, director.

CARSONS DEPT. STORE, New York, has appointed Lew Kashuk Adv., New York, to handle advertising campaign. Account expects to use spot announcements and programs.

APPROXIMATELY $250,000 is slated for advertising campaign of "Love, Honor and Obey" by Republic Pictures Inc., New York. Firm will use spot announcements and five-minute shows on 32 stations, newspapers and billboards to promote movie starting middle of September. Agency is Donahue & Coe, New York.

GROVE LABS., St. Louis (Vale), has appointed Wm. H. Weintraub & Co., New York, to handle advertising. Radio is said to be considered.

SOUTHERN PACIFIC Co., San Francisco, continuing help wanted campaign, is using daily spots on Pacific Coast stations. Agency is Foote, Cone & Belding, San Francisco.

INTERNATIONAL SHOE Co., Boston (Sun Dial Shoes), has placed schedule of five spots-weekly for 13 weeks on WFIL Philadelphia, thru Badger & Browning, Boston.

FOWLER BROS., Knoxville, Tenn., has completed sponsorship of 6,750 consecutive newscasts over WNOX Knoxville on the same contract. Programs started in 1937.

WEST COAST GROWERS & PACKERS, Fresno, Cal. (fruit buying), has started quarter-hour program six times per week on KMJ Fresno. Contract is for 13 weeks. Placement is thru Robert Franklin & Assoc., Fresno.

BARBASOL Co., Indianapolis (shaving cream), now sponsors Paul Schubert,

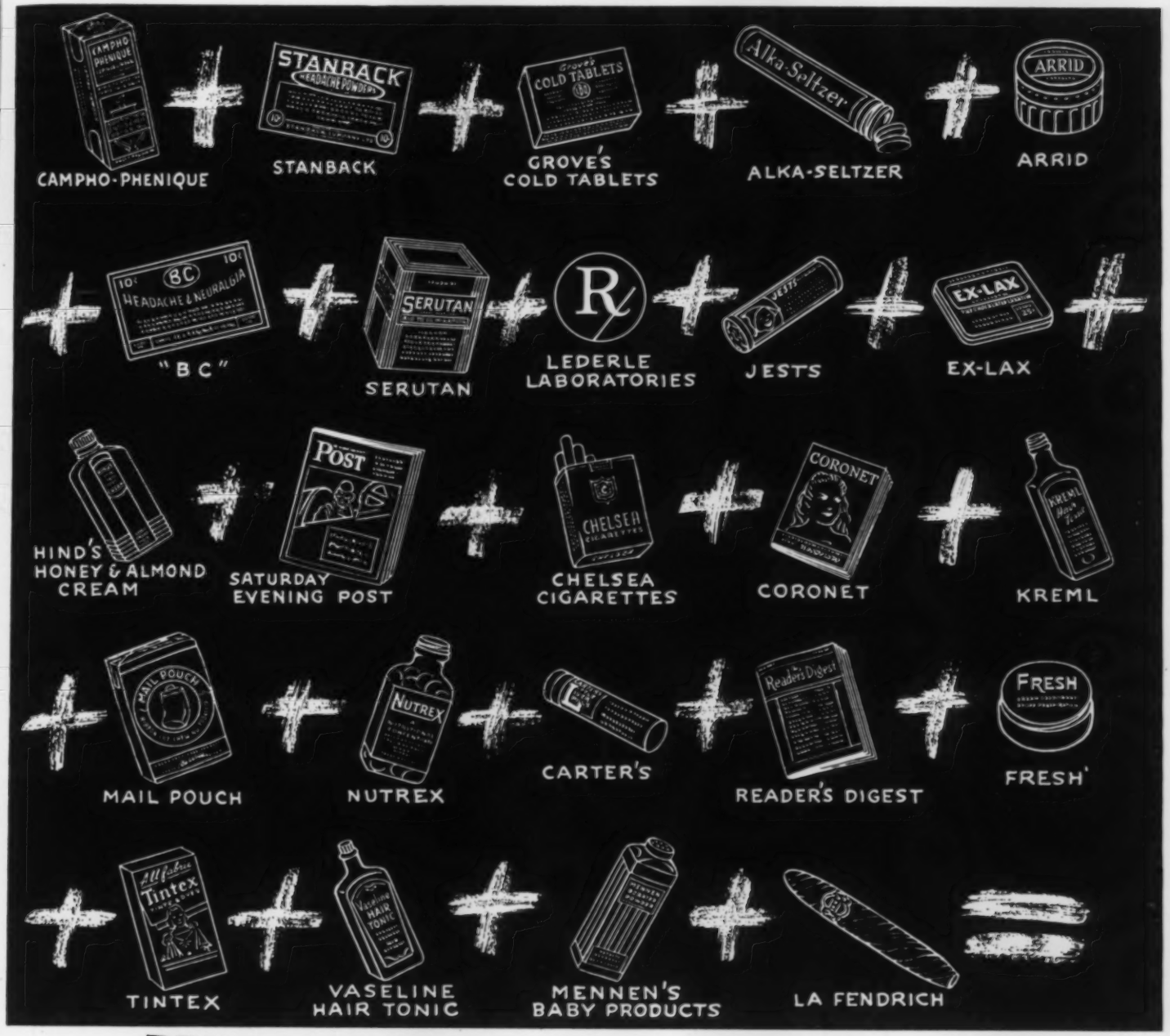
(*Continued on page 66*)

In the UTAH Market

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.



DRUG STORE Good Company FOR YOUR CLIENT ON WSAI

A Marshall Field Station,

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING CO.

This is the second in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers.
Next: THIRST QUENCHERS

YOU can buy the Gates CB7 Transcription Turntable at any of these Gates Authorized Distributors:

Specialty Distributing Co.,
425 Peachtree Street, N.E.,
Atlanta, Georgia.

223 East Broughton Street,
Savannah, Georgia.

554 Mulberry Street,
Macon, Georgia.

709 Chestnut Street,
Chattanooga, Tennessee.

Houston Radio Sup. Co., Inc.,
910 Calhoun Avenue,
Houston, Texas

Radio Specialties Company,
1956 S. Figueroa Street,
Los Angeles, California,
and
Phoenix, Arizona.

Manufacturers Sales Terminal,
222 Columbia Building,
Spokane, Washington.

Westinghouse Electric International Company,
Forty Wall Street,
New York, New York.
(EXPORT ONLY)

Canadian Marconi Company,
Montreal, Quebec, Canada.

GATES RADIO CO.

Quincy, Ill.

SPONSORS

(*Continued from page 64*)

news analyst, on WOR New York Mon.-Wed.-Fri. 6-6:15 p.m. Seeck & Kade, New York (Pertussin), is Tues.-Thurs.-Sat. sponsor. Program started Sept. 3. Agency is Erwin, Wasey & Co., New York.

R. B. SEMLER Inc., New Canaan, Conn. (Kremi Hair Tonic), now sponsors John Daly 10-minute news period and following 5-minute analysis by Maj. George Fielding Eliot, William Shirer, and Quincy Howe on WABC New York Tues.-Thurs.-Sat. 11-11:15 p.m. Agency is Erwin, Wasey & Co., New York.

RKO RADIO PICTURES Corp., New York ("Back to Bataan"), is sponsoring half-minute announcements weekdays on following New York stations: WEAF WOR WNEW WMCA WHN WINS WJZ. Agency is Foote, Cone & Belding, New York.

CHARLES WILSON Ltd., Toronto (Wilson's ginger ale), has started spots six-weekly on number of Ontario stations, thru A. J. Denne & Co., Toronto.

LAVOLINE PRODUCTS Co., Toronto (cleanser), has signed for thrice-weekly spots on group of Canadian stations. Agency is F. H. Hayhurst Co., Toronto.

NORTHWAY & SON, Toronto (clothing department store), has started weekly "Calling All Girls" on CFRB Toronto. Agency is J. J. Gibbons Ltd., Toronto.

CEDA Products, Rochester (Valse de Fleurs perfume), is sponsoring transcribed programs on WNEW and WQXR New York. WNEW features Bing Crosby records Sunday 12-12:15 p.m. and WQXR has 25-minute classical program Saturday 7:05-7:29 p.m. Agency is Redfield Johnstone Inc., New York.

OAKITE PRODUCTS, New York, has added quarter-hour participation show for 13 weeks on KPAS Pasadena to fall radio campaign. Firm also sponsors "First National News" on New England Regional Network. Agency is Calkins & Holden, New York.

LEWIS HAT Co., New York, has started thrice-weekly quarter-hour musical programs on CKEY Toronto. Agency is Bermingham, Castleman & Pierce, New York.

BEAUMONT Co., Toronto, (Fourway cold tablets), has started daily transcribed spots on number of Canadian stations. Account placed by Baker Adv. Co., Toronto.

P. S. BUSTIN DRUG Co., Toronto (coldcaps), has started daily transcribed spots on number of Canadian stations. Agency is Frontenac Broadcasting Agency, Toronto.

CANADIAN CANNERS, Hamilton, Ont., has started five-weekly transcribed spots on group of Canadian stations. Account was placed by F. H. Hayhurst Co., Toronto.

JENSEN & PILEGARD, Fresno, Cal. (feed, seed), placing direct, has started schedule of thrice-weekly chain break announcements on KMJ Fresno. Contract is for 52 weeks.

C. A. BRIGGS, Cambridge, Mass. (H-B Cough Drops), will use two station breaks weekly for 23 weeks on KYW Philadelphia, placed thru Horton Noyes Adv., Providence, R. I.

JOY'S, Nashville, Tenn. (florist), Oct. 1 expands weekly quarter-hour "Old Dirt Dobbler" to quarter-hour Monday thru Friday. Contract is for 52 weeks.

MARSHALL FIELD & Co., Chicago, has appointed Foote, Cone & Belding, Chicago, to handle national advertising for retail stores. Radio will be considered. Account was formerly handled by Abbott-Kimball, New York.

ROYAL CANADIAN TOBACCO Co., Toronto (Tartan cigarettes), is using 14 time signals daily for one year on CKEY Toronto. Account was placed direct.

CAMPBELL SOUP Co., Toronto (soups), has started spot campaign on Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

NATIONAL DRUG & CHEMICAL Co., Montreal (gin pills), has started ten-minute musical program six-weekly on CKEY Toronto. Agency is McKim Adv., Montreal.

PEOPLE'S CREDIT JEWELERS (national chain), has signed for spots six-weekly on number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

POTTER DRUG & CHEMICAL Co., Toronto (Cuticura), has started transcribed spots twice-daily on Canadian stations. Agency is Atherton & Currie, Toronto.

GARRETT & Co., Brooklyn (Virginia Dare wine), began sponsorship Sept. 10 of a fall spot campaign on following Illinois stations: WJJD WIND WEDC WSBC WCBS WSOY WROK WMBD. Few more stations will be added. Agency is Ruthrauff & Ryan, Chicago.

PROCTER & GAMBLE, Toronto (Chipso), has started 10-weekly transcribed spots on CKEY Toronto. Agency is Pedlar & Ryan, New York.

FR CORP., New York (Scoop Flake Soap Crystals) starts sponsoring transcribed series "Easy Aces" Sept. 24, 5-weekly, 7:45-8 p.m., on WNEW New York for 13 weeks. Agency is Norman A. Mack Co., New York.

GROVE LABS., St. Louis (cold tablets), Sept. 24 begins sponsoring segments of Don Goddard's Mon.-Wed.-Fri. news period on WNEW New York. Contract is for 22 weeks. Agency is Russell M. Seeds Co., Chicago.

EXPORT Ltd., Toronto (Bob Martin pet feed), has started spots twice-weekly on number of Canadian stations. Agency is McKim Adv., Toronto.

STAFFORD MILLER of Canada, Toronto (Allenru), has contracted for spots on Canadian stations six-weekly thru McKim Adv., Toronto.

LONGINES-WITTNAUER WATCH Co., New York, adding to current schedule on KYW Philadelphia, has started half-hour transcribed "World's Most Honored Music" for 39 weeks, thru Arthur Rosenberg Co., New York.

Industry Speakers

AMONG industry representatives heard on *Industry Leaders Speak*, transcribed Treasury series being prepared for Victory Loan use, is F. A. Countway, president of Lever Bros. Co.; James S. Adams, president of Standard Brands; Clarence Francis, General Foods Corp. president; and Benjamin Abrams, president of Emerson Radio & Phonograph Corp.

Substitute

CHARLES F. McCARTHY, WEAF New York newscaster, replaces Lyle Van on the 6:00 p.m. news show Monday through Friday, while the latter is vacationing. Mr. Van will return on Sept. 24. Substituting on Saturday for him will be Kenneth Banghart on the 11 p.m. news show.

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

YOU MAY BE ABLE TO PITCH A BALL 127 MILES AN HOUR*—

BUT—YOU CAN'T THROW AN "OUTSIDE" SALES TALK INTO WESTERN MICHIGAN!

Possibly you know about the queer local condition of *fading* prevalent in Western Michigan.

Listeners here seldom can tune in outside stations with satisfactory results—not even the 50,000-watt giants in Chicago and Detroit! Only broadcasts originating *within* the fading wall can be regularly and dependably received.

A real combination—WKZO in Kalamazoo and WJEF in Grand Rapids—now offers *complete coverage* of all Western Michigan, with ever-clear signals, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. Together they do the job these two big markets *deserve.*

Let us send you *all* the facts—or just ask Free & Peters.

** Testing machine at West Point in 1930 showed "fireball" pitcher's delivery attained that rate of speed over distance from box to plate.*

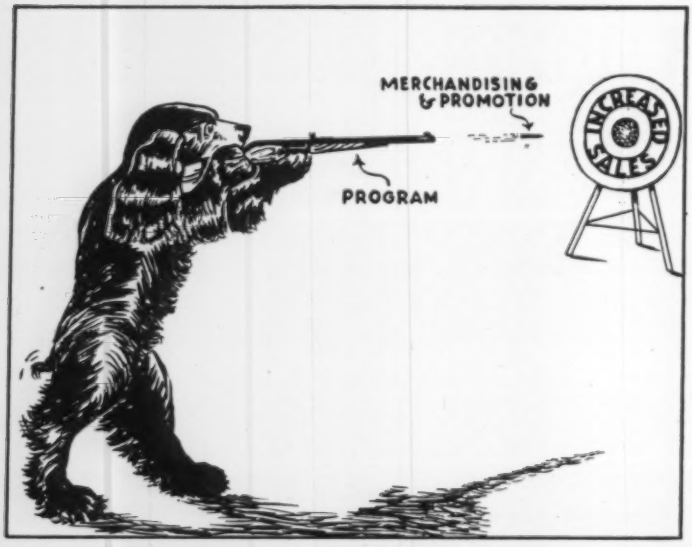
WKZO
CBS—FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

MORE BULLSEYES PER ADVERTISING DOLLAR



KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

ALLIED ARTS

MORTIMER A. NUSBAUM has resigned as radio account executive for 20th Century-Fox New York, to open his own public relations and publicity office at 1775 Broadway. Organization expects to concentrate largely on personalities of radio, stage and screen. Prior to Mr. Nusbaum's affiliation with 20th Century-Fox, he was associated for four years with WSAY Rochester as station manager.

ADAMS-ERICKSON, Boston, has been appointed distributor of Stromberg-Carlson postwar line of radio, FM and television receivers for greater Boston area.

WILLIAM SMITH, formerly of Feldman-Blum Corp., Hollywood talent service, has joined 20th Century-Fox Corp. as radio liaison executive.

NEW TALENT added to cast of Frederic W. Ziv Co. transcribed "Pleasure Parade" series includes **VINCENT LOPEZ** and **DICK BROWN.**

CAPT. JERRE NEISLAR has been placed on inactive duty by AAF and returns to Magnavox Co., Fort Wayne, Ind., as southwestern sales manager.

KENNETH C. GUNTER, former general manager with Anderson, Davis & Platt, New York, has joined Pan American World Airways, New York, as advertising manager.

ADMIRAL CORP., has turned over its branch plant to Appliances Distributors, subsidiary-owned distributor of Admiral products for the Chicago area. Main office will be in its principal plant, 3800 W. Courtland St., Chicago.

STANLEY H. SILVERMAN, former chief of special events section and member of the radio executive board of overseas OWI, has joined the Edward L. Bernays organization, New York, as assistant to Mr. Bernays.

JOHN G. PAINE, general manager of ASCAP; **HERMAN FINKLESTEIN**, attorney, and **WALLACE DOWNEY**, South American representative of the society, were scheduled to leave New York Saturday for South America. **LESLIE BOOSEY** of Boosey & Hawkes, English music publisher, chairman of the board of Performing Rights Society of England, will accompany ASCAP trio on trip during which performance rights problems will be discussed with Latin American publishers.

HOFFMAN Radio Corp., Los Angeles (set and equipment mfgr.), has named Exportadora Inc. as export agent.

JOAN MICHAELS, formerly with Ward Wheelock Co., New York, has joined Frederic W. Ziv. Co., New York, as a director for package shows.

WALLACE R. POWELL, former manager of apparatus sales for General Electric Supply Corp., Philadelphia, has joined Casco Products Corp., Bridgeport, Conn., as assistant sales manager.

YES
Here's How to Write a Radio Commercial, It Says Here

By Ralph B. Austrian, Executive Vice-President, RKO Television Corp.

FIRST secure a supply of paper and a typewriter, or you may stick to longhand if you wish. Second write the word "yes" followed by a comma. Now pause, lean back in your chair, draw a deep breath and relax. You have made the correct start. That is very important. Don't ever attempt to write a commercial without starting it with the word "yes" and freely intersperse the same word throughout the commercial. These "yesses" must flash past just as telegraph poles snap by the windows of a railroad coach. In order to understand thoroughly what I mean, stop writing and just listen for two or three days—you will hear something like this:

"Yes, you can now buy Buzzo in the new large economy size."

"Yes, the time to act is now."

"Yes, you will admit our new package is more handy, in fact it is 33 and 333/1000% more handy than the old one."

"Yes, the new Ticke wrist watch is the most beautiful one we have ever made."

"Yes, mother you can now have smooth white hands if you use Swoono."

"Yes, friends you can now buy El Ropos again."

On and on it goes. You will begin to feel that if one more "yes" comes out of the loudspeaker you will scream, and you will.

One of these days I know an announcer is going to say, "Yes, this is Station W—— of the Cosmopolitan Network."

Yes, I really think that it could happen.

RENE ELECTED DISC ASSOCIATION HEAD

OTIS RENE, president and general manager of Excelsior Record Co., Los Angeles, has been elected president of newly organized Pacific Coast Record Manufacturers Assn. At Hollywood meeting on Sept. 6, membership also elected Jack Gutshall, Los Angeles distributor, vice-president.

Eight-man board of directors for the association of independent record manufacturers and distributors, comprises two representatives appointed from producers, manufacturers, distributors groups and miscellaneous category. Board members are Leon Rene, Cliff McDonald, Bill Moffett, Joe F. Bard, Lou Goldberg, Charles Eckhart, H. P. Fine, Howard Courtney.

Organization plans monthly meetings to discuss trends in the record business and to meet competition from major firms as well as to build a strong coast group with an eye to business in this area.

ARRANGEMENTS have been made by WHOM Jersey City and Rutgers U. for broadcasting of all Rutgers football games.

RCA last week began accepting radiotelegraph messages to Hong Kong, where the terminal of the circuit had been inoperative since shortly after Pearl Harbor.

Another WCAU "FIRST IN PHILADELPHIA"

Ever since 1933 when WCAU entered the field of women's programs, it has endeavored to increase the audience and make it more productive for the advertiser. WCAU has always taken great pride in the top position it has held in this field. Now WCAU announces another innovation: A man talking to the women listeners of our participation program "For Women Only." Creighton Stewart really knows how to talk to women, and how to sell them. In our long experience with women's programs, we have never heard a more convincing "talker-to-women." If you have a product you want sold to America's Third Largest Market, this man-to-woman program is your opportunity.

COVERAGE + PROGRAM = SALES

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

For availabilities, write Frank O. Myers, KCMC, Inc., Texarkana, U. S. A.

POST WAR TEXARKANA IS READY

Agriculture, oil, dairying, stock raising, fruit growing and manufacturing all contribute toward a balanced and prosperous postwar Texarkana.

Reach this vast market of over 359,000 people via KCMC.

HARVEY is taking orders for the newly improved

REK-O-KUT RKD-16 DUAL SPEED 16-INCH RECORDING MOTOR ASSEMBLY

To essential users*, HARVEY can now supply the famous RKD-16, with new features that materially increase the life and performance of the unit.

3-week delivery, $148.38

***Features of the* REK-O-KUT RKD-16**

- Lathe turned, 25 lb. cast iron turntable, balanced, with disappearing drive pin and rubber turntable pad.
- Turntable fitted with one inch diameter polished steel shaft, with special oil grooves for force feed lubrication when operating. Rotates on a single ball bearing at the bottom of the turntable well.
- 1/20 H. P. General Electric constant speed motor
- A positive repeat speed change at all times.
- The turntable attains full speed in less than one revolution.
- Easy alignment of the REK-O-KUT overhead mechanism with the turntable.
- Improved lubrication system.

AA-5 Priority or Better!

NOTE: Since our monthly allotment is subject to WPB regulations, we suggest that you send your order without delay.

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HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N. Y.

COMMENTARY ON COMMENTARY

KFEL Program Praises and Attacks Other Commentators; Gets Large Listener Response

IF AN IDEA now in the final stages of metamorphasis at KFEL Denver ever is recreated on a nationwide scale, it "will put long pants on news commentating", according to its originator, Commentator B. S. Bercovici.

Slightly Steinesque, the idea follows the present pyramiding tendency, being a commentary on a commentary. It aims to criticize critics and goes by the title of *Assault and Flattery*.

Mr. Bercovici got the idea when he reviewed the panorama of commentators and columnists and decided they act too much like a mutual admiration society. He believes that what journalism needs are more professional feuds which would cut down on sniping at the traditional scapegoat—the administration in power.

Originally intended as a daily column, *Assault and Flattery* was turned down by newspapers as being too ungentlemanly, Mr. Bercovici says, the contention being that you can slap the President or Ickes or Stettinius, but you are no gentleman if you slap down a slapper. Radio, too, has offered similar objections during the eight years he had been trying to sell the idea.

He first offered it to New York stations whose owners, he says, would take one look at the famed NAB code decorating their walls and would mumble, "See the code. It says no controversy." Mr. Bercovici holds the code doesn't stop commentators, so it can't apply to him.

The first tryout was without remuneration on WINS New York and a chain of 10 stations stretching along the Hudson river to Buffalo. After a year WSAY Rochester became attracted, took over, and a local department store sponsored the program. Three months later Mutual started carrying the program, but no national sponsor could be found.

After leaving Mutual, Mr. Bercovici worked for WHN New York and WLW Cincinnati, but neither could be persuaded to use the program. Dropping radio, he started lecturing before service clubs. One assignment took him to Grand Junction, Colorado. On his way back, he stopped off in Denver to have a chat with Gene O'Fallon, owner of KFEL.

Mr. Bercovici described *Assault and Flattery* and was received with, "Sure, let's try it."

Now on the air for nine months, the program reportedly has the whole town talking and receives great volumes of mail. Some few of the writers are not flattering, but the mail is in the main favorable.

One correspondent wrote, "Who do you think you are to take away Mr. Lewis' right to speak his opinion on the air?" To which the reply was, "I would be the last one to ever attempt to rob Mr. Lewis of his right to speak his mind, for if I succeeded, I would have no one to assault or flatter, and *Assault and Flattery* would be self-liquidating."

MR. BERCOVICI

Another wrote, "Who do you think you are, assaulting Mr. Close?" Mr. Bercovici responded, "If that's all you want to know, the only thing I say is, who do you think Mr. Close is?"

The program requires constant activity day and night by Bercovici and staff. The broadcasts of the nation's commentators, round tables, and forums are transcribed by his staff and copies are turned over to him and also placed in a bank vault in case of claims of misquotation.

The basis for the program, Mr. Bercovici claims, is that he started business life as a ch mist. He spent "a number of years looking into test tubes where you are either right or wrong, but no matter what, you've got to pay close attention to analysis."

Autry for Wrigley

WILLIAM WRIGLEY Jr. Co., Chicago, will sponsor quarter-hour program starring Gene Autry in Sunday 5:30-5:45 p.m. spot on CBS beginning Sept. 23, coincidentally with reduction of Prudential Insurance Co. program from 45-minutes to half-hour. Wrigley show is placed by J. Walter Thompson Co., Chicago; Prudential program by Benton & Bowles, New York.

Americana on TV

TWICE-A-MONTH series of stories of Americana started on CBS television station, WCBW New York, Sept. 11, with Milton Bacon, CBS story-teller as narrator. He will broadcast at irregular intervals, illustrating his tales with films, photographs, maps, and drawings.

If fortunately located, you can buy H. V. KALTENBORN LOCALLY

DEAN OF AMERICAN COMMENTATORS NOW AVAILABLE IN A FEW SELECTED CITIES

★ Here's a big-time ready-made radio program with an extensive, loyal audience from coast to coast . . . now available for local sponsorship in a few choice localities.

Kaltenborn's network program, sponsored by Pure Oil Company in the 25 states where Pure Oil's products are sold, is now in its seventh year. Exciting opportunities for local sponsorship exist outside the network sponsor's sales territory . . . opportunities to buy the nation's *most consistently highest rated Commentator* at remarkably small local costs.

A few more . . . but *only* a few more . . . local tie-ups are available.

If you buy Kaltenborn locally, *you become his sole sponsor locally*—for each of his Monday-Wednesday-Friday night broadcasts provides time for full opening and closing commercials—adequate opportunity for your own sales messages and your own identification with this noted news analyst.

The rate is surprisingly reasonable. Consult your NBC station.

OTHER IMPORTANT NBC NEWS PROGRAMS AVAILABLE

News programs with wide appeal and ready-made audiences are constantly building prestige and sales volume for dozens of local products on NBC stations everywhere. Important live talent programs currently broadcast cooperatively include:

Harkness of Washington. Monday through Friday, 11:15 to 11:30 p.m. E.T.

Morgan Beatty..... Monday through Friday, 1:45 to 2.00 p.m. E.T.

World News Roundup.. Monday through Saturday, 8:00 to 8:15 a.m. E.T. (Sundays 9 to 9:15 a.m.) E.T.

News from NBC..... Monday through Saturday, 11 to 11:15 p.m. E.T.

ASK YOUR NBC STATION FOR DETAILS

National Broadcasting Company

America's No. 1 Network

A service of Radio Corporation of America

NO PRIORITY

For Harco Radio MASTS & TOWERS

Revocation of Order M-126 permits manufacturing from surplus inventories. We have adequate surplus stocks to make...

IMMEDIATE SHIPMENTS

HARCO CO. INC.
ELIZABETH 4, NEW JERSEY

Catalog mailed on request

News

LOWELL THOMAS, veteran news commentator for Sun Oil Co. on NBC, will be guest-speaker at first celebrity luncheon of new season at Adv. Club of New York Sept. 20. His subject will be "Broadcasts From All Over the World". Following talk he will be presented with club's bronze plaque, an award signalizing his 15th anniversary as radio news commentator.

CURT GOWDY, former sports announcer for KFBC Cheyenne, Wyo., has been been named sports editor of KOMA Oklahoma City and will broadcast full nine-game football schedule of Oklahoma U. Big Six Champions under sponsorship of Bell Clothing Co., Oklahoma City and Tulsa. First game is Sept. 29. This is third year of coverage. Games are also carried by KTUL Tulsa.

Mr. Gowdy

JIM CHALMERS has joined WEIM Fitchburg, Mass., as sports and newscaster.

STAN RAYMOND has joined WATL Atlanta as director of news and special events. He will broadcast U. of Georgia football games. Raymond is former sportscaster for WTMA Charleston, S. C.

W. E. DEBNAM, commentator on WPTF Raleigh, N. C., for Smith-Douglass Co., Norfolk, Va., has returned to the station from an extensive tour of the South Pacific.

CLETE ROBERTS, Rome correspondent for American, last week was awarded European-African-Middle-Eastern Campaign medal. Gen. McNarney presented medals to Roberts and eight other correspondents in ceremony in Rome.

WILLIAM S. GAILMOR, WHN New York news analyst, is commentator for the Soviet full-length documentary film "Fall of Berlin" which has been shown in Berlin and soon will be released in America.

JEAN WRIGHT, American Hollywood director of news features, has resigned to become writer-secretary for Constance Bennett, star of a five-weekly series on that network.

RICHARD CUTTING, CBS Hollywood annuouncer, has been named assistant to **CHET HUNTLEY,** network Pacific Coast news and special events director.

VICTOR in competition with professional football, movies and the stage for services of Tom Harmon (left), former All-American grid star at Michigan, was Leo J. Fitzpatrick, vice-president and general manager of WJR Detroit. Harmon recently was discharged from the AAF as a captain wearing Purple Heart and Silver Star. He will broadcast U. of Michigan schedule, sponsored by Cunningham Drug Stores Inc.

DAVID BALLARD, announcer of KGFJ Los Angeles, has been named chief newscaster.

WILLIAM ARTHUR SELLEY, formerly with WDZ Tuscola, Ill., has joined WLAC Nashville, Tenn., as Esso Reporter.

SAM L. CRAWFORD, news editor of KGY Olympia, Wash, received special recognition last week from Station Owner **TOM OLSEN** upon completion of 12,329 regularly scheduled quarter-hour newscasts during past 11 years with KGY. He now presents 33 news broadcasts each week and includes local news in each program. During sessions of Washington State Legislature he presents daily quarter-hour commentary over network of Washington stations.

Mr. Crawford

HERB GRAFFIS, Chicago Times columnist, began series of commentaries Sept. 12 over television station WBKB Chicago. He has just returned from the European theater.

PRESS NEWS Ltd., Toronto, radio subsidiary of Canadian Press, has added CKUA Edmonton, and CKNW New Westminster, B. C., to its wire service, for total of 49 stations taking PN service.

DIRECT radio press communications between Shanghai and the U. S. have been re-established for first time since capture of Shanghai by Japanese in January 1941. Two-way radio circuits have been set up through Press Wireless.

AL WARNER HEADS WOL NEWS BUREAU

COL. ALBERT L. WARNER, released from the Army where he has headed the War Intelligence Division of the Bureau of Public Relations, joined WOL, Cowles Washington outlet, Sept. 15, as head of the news bureau.

Col. Warner

Prior to 1942 when he was commissioned, Col. Warner was chief of CBS Washington news bureau. He has been president of both the White House Correspondents and the Radio Correspondents. During his years in the Army, in addition to his duties as War Intelligence chief, BPR, he was the official spokesman of the War Dept. every Sunday on the *Army Hour*, and on a special news series for troops overseas.

He has just returned from Germany where his duties concerned the Army's cooperation with authorities on public relations at the Potsdam Conference. His tour took him to all parts of Germany from the Rhineland to the Alps.

In line with expansion of the WOL news department, the station has added two new newsmen in addition to Col. Warner. They are Russell Turner, former assistant editor of the UP Washington Bureau, and Loren Pope, ex-political writer for the *Washington Star*.

3 MBS Co-Ops

THREE more Mutual programs have been made available to affiliated stations for local sponsorship. *Inside of Sports*, Monday through Friday, 7:45-8 p.m., is available to all stations not used by Bayuk Cigars, effective immediately. *Captain Midnight*, Monday through Friday, 5:30-5:45 p.m., will be available Sept. 24 to all stations except those used by Wander Co. Erskine Johnson, Hollywood commentator, Monday through Friday, 4-4:15 p.m., will be available to all Mutual stations beginning Oct. 1.

How to Test Your Purchase of Radio Time-

First, you want a market that is able to buy. Second, you want a medium that is able to reach and sell that market.

The Richmond market is permanent and stable with industrial plants that work steadily, peacetime or wartime. Richmond enjoyed the greatest industrial growth of any large American city of similiar size during the pre-war decade.

The average buying power of a Richmond family is $2,140 nearly double that of the average family in the nation. WRNL has the listening ear of these people who have the money to spend. WRNL can do a selling job for you.

Affiliated with the American Broadcasting Company

WRNL 5000 WATTS RICHMOND, VA. NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

. . . another important new NBC *Thesaurus* program — *exclusive* to subscribers

Last November . . . when we inaugurated our 5-Point Plan* . . . we promised NBC Thesaurus subscribers a musical program service more comprehensive, more specifically styled for radio than ever undertaken before. From the enthusiastic acceptance and response to this plan with its highly popular "The Music of Manhattan," "Slim Bryant and His Wildcats," and "Music Hall Varieties," we know that radiomen are endorsing it wholeheartedly.

Now, another step . . . further fulfillment of that Thesaurus promise! It's THE SALON CONCERT PLAYERS with a *salon* orchestra in every sense of the word . . . not the abbreviated conception of a salon orchestra so often heard in hotel dining rooms . . . but one with the rich, full-sounding instrumentation found in the courtly Continental salon orchestras. 25 handpicked network musicians bring new magnificence to such glorious favorites as Der Rosenkavalier Waltz, Dance of the Russian Doll, Ballet of the Flowers. Max Hollander . . . featured violinist . . . adds the genius and brilliance that make him a nation-wide favorite as first violinist with Toscanini and as a soloist on innumerable network programs.

* * *

THE SALON CONCERT PLAYERS has everything you want to identify your station in your community with outstanding and *exclusive* programs . . . and it's another example of why NBC Thesaurus is *America's Number 1 Musical Program Service.*

***THE 5-POINT PLAN**

(The result of hundreds of radiomen's suggestions for the ideal musical library service).

1. A service that is especially designed for radio with plenty of short instrumental selections . . . vocals separate.
2. Material that is exclusive to your station in your town.
3. Music that is not available on phonograph records.
4. Enough selections by every performer to make programming worth-while.
5. "Network quality" arrangements, musicians and vocalists.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

Hon. Lambert Smith
Smith, Taylor, Jenkins
Pittsburgh, Pa.

Dear Lambert:

Well, old fella, how's the farmin' goin'? Been wantin' to get up there but the train reservation situation has me all snafued. May see you tho when W. Va. plays Pitt at Pittsburgh this fall. As you know we cover all W. Va. University games right from the stadia where they're played (have for years) and we may get a free ticket from Ernie Saunders, our sports announcer, who will do the game. If so, I'll be seein' ya, Lambert. Regards to Taylor and Jenkins.

Yrs.,
Algy

WCHS
Charleston, W. Va.

McKEY AND SHAW FORM NEW FIRM

DIXIE B. McKEY and Robert C. Shaw have formed a consulting engineering firm, McKey & Shaw, with offices at 1108 16th St. N. W., Washington. They will operate in all branches of broadcasting and television.

Mr. McKey

Mr. Shaw

Both Mr. McKey and Mr. Shaw have been active in communications for many years, and participated in linking of North America and Europe via shortwave telephone 18 years ago. They collaborated in this project at BTL Deal, N. J., in 1927, aiding in development of transmitters and antenna.

Since that time Mr. Shaw has pioneered in higher frequencies and holds several patents on equipment design. He took part in developing high-powered ship-to-shore radiotelephone service for passenger ships. He holds BS in electrical engineering from U. of Michigan, and recently completed a three-year night course at Stevens Institute of Technology. During the war he worked on frequency apparatus for military services at the Deal and Whippany, N. J., plants of Bell Labs.

Mr. McKey entered radio in 1914 while in the Navy, graduating from the Sound Radio School, Aviation School and Radio School. He joined AT&T in 1923 and served with AT&T, Bell Labs. and Graybar 17 years. He put on the air the 915-ft. antenna of WKY Oklahoma City.

ROBOT ENGINEER
RCA Antennalyzer Computes Location of Towers

FIRST public demonstration of the Antennalyzer, a magic brain for quickly performing mathematical computations necessary in determining location and arrangement of radio towers, was given by Dr. George H. Brown of RCA Laboratories last Monday night before the Washington, D. C., section of the Institute of Radio Engineers.

Engineer Demonstrates Antennalyzer

An overflow audience of more than 200 engineers attended the meeting.

Employing 52 electronic tubes, the device duplicates all characteristics of a projected antenna, providing a pattern of light on a cathode ray tube identical with the desired pattern of transmission of the broadcast station. According to RCA, it "adds and subtracts angles, multiplies, looks up trigonometric functions, adds numbers, squares them and finally takes the square root of the whole to produce the desired answer, which the engineers must have to accurately locate a directional radio antenna."

Engineers attending the meeting said the device would save weeks formerly devoted to field tests and calculations and thought it would probably be used by technical consultants and government agencies. Several thought it would cut down the size of consulting staffs needed for ascertaining tower locations.

Prior to the demonstration, Dr. Lynde P. Wheeler, chief, FCC Technical Information Division, and Clyde Hunt, chief engineer for WTOP Washington, reported that the \$500,000 fund for a building in New York for IRE has been well oversubscribed. The Washington section has contributed approximately \$17,000. Fred W. Albertson, vice-chairman of the Washington section, presided.

TECHNICAL

GARO W. RAY, consulting radio engineering firm for standard and FM services, has established new enlarged facilities at 991 Broad St., Bridgeport 3, Conn. (Phone: 5-2055). Mr. Ray reestablished his consulting practice after several years' active duty as captain in Army Signal Corps.

ANNING M. PRALL, son of the late former chairman of the FCC, now is with Raytheon Mfg. Co. as specialist in radio and television fields. He leaves this week for West Coast to contact radio and motion picture interests in connection with Raytheon operations.

MAJ. FRANK D. LANGSTROTH, former commercial engineer for Sylvania Electric Products Inc., radio division, is now chief of the electron tube staff of Army Electronics Standard Agency.

MAGUIRE INDUSTRIES Inc., Fort Wayne, Ind., has been authorized by stockholders to borrow \$2,000,000 to increase working capital for peacetime operations and the acquisition of companies with peacetime earnings. Firm manufactures home radios and accessories in addition to other products.

GLENN SORENSON, formerly with KVFD Fort Dodge, Ia., recently returned from 40 months overseas with Army Signal Corps, has joined engineering staff of WMT Cedar Rapids.

RAYMOND LOWROY has returned from Navy service to old post of control operator at WLAC Nashville, Tenn.

LT. COMDR. LINCOLM MAYTHAM, recently released from the Navy and former account executive of Blackett-Sample-Hummert, Chicago, has been elected vice-president of the Wire Recorder Development Corp. Firm is in charge of wire recorder licensing program for Armour Research Foundation of Illinois Institute of Technology.

DOMINICK ALBANESE, formerly with AAF Labs., has joined De Mornay-Budd, New York, electronic equipment firm, as research engineer.

CAPT. D. N. GARDNER, Royal Canadian Signal Corps, is returning to Canada from overseas. He was formerly control operator of CKY Winnipeg.

KEN McKENZIE, engineer of CKEY Toronto, married Rita McCormack at Port Arthur, Ont., Sept. 6.

ART SCHOLES, former chief operator of CHEX Peterborough, Ont., has joined the engineering staff of CKEY Toronto.

STUART DUNBAR BOWNLEE, for 11 years with Canadian General Electric at Toronto in engineering and patent law departments, has been appointed executive secretary of Radio Mfrs. Assn. of Canada, Toronto, Canadian Radio Patents Ltd. and Sealandair Ltd., succeeding **W. W. RICHARDSON**, who has been appointed secretary-treasurer of Rogers Majectic Ltd., Toronto, radio set manufacturer [BROADCASTING, Sept. 10].

Your Favorite

PIN-UP . . .

- **There are blonde pin-ups, brunette pin-ups, and just pin-ups . . . all have their special appeal.**
- **But one PIN-UP—a favorite every time—is the BMI PIN-UP SHEET you'll find in your station's music library.**
- **It's but another special service to broadcasters — program directors, musical directors, disc jockeys—to all who use music, recorded and transcribed.**
- **The BMI PIN-UP SHEET is a monthly bulletin—a convenient and timely reference to the current song hits and tunes coming up which are licensed by BMI.**

This, and all other BMI services, is yours without additional cost under your BMI license.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

10,000 WATTS DAY & NIGHT
We're Selling POWER That's Got SELLING POWER
NEWS SPORTS MUSIC
PHILADELPHIA'S MOST POWERFUL INDEPENDENT

first in the morning!

first in the afternoon!

first in the evening!

first ON THE DIALS OF OHIO VALLEY LISTENERS

WSTV is still SURROUNDED, but not INVADED, by some mighty potent network competition. Stations A and C on the chart below each pack a wallop of some 50,000 watts. There must be good reasons why Steubenville folks and OHIO VALLEY listeners continue to prefer WSTV's friendly 250 watts!

OUR LATEST LISTENERS INDEX SHOWS

TIME	WSTV	A	B	C	OTHER STATIONS
MORNING 8:00 AM--12 N Mon. thru Fri.	45.7	18.8	9.1	22.8	3.6
AFTERNOON 12:00 N--6:00 PM Mon. thru Fri.	47.9	24.6	9.3	13.8	4.4
EVENING 6:00 PM--10:30 PM Sun. thru Sat.	38.3	31.6	11.1	15.7	3.3

CONLAN SURVEY - MAY 1945

MORNING LISTENING - UP 15 %
AFTERNOON LISTENING - UP 15 %
EVENING LISTENING - UP 52 %
OVER 1944 SURVEY

WSTV

STEUBENVILLE - OHIO
JOHN LAUX, GEN. MGR.
MUTUAL NETWORK

THE FRIENDLY GROUP

For more details on WSTV and other Friendly Group Stations, write, wire or phone SPOT SALES, NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES.

WSTV STEUBENVILLE, O. | **WFPG** ATLANTIC CITY, N. J. | **WJPA** WASHINGTON, PA. | **WKNY** KINGSTON, N. Y.

BALTIMORE'S
Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER, General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

PROMOTION

Promotion Personnel

PAUL FORREST, CBS Hollywood merchandising manager, recently struck by a hit and run motorist, is confined to his home with a fractured hip.

A. E. (Tony) SCHEFFER has been appointed director of public relations for WLW Cincinnati, succeeding **ROGER BAKER**, now home office account executive. Scheffer, who will have supervision of all listener-audience promotion, for three months has been assistant to **JAMES D. SHOUSE**, vice-president of Crosley Corp. in charge of broadcasting. He formerly was secretary of Ohio State and Cincinnati Restaurant Assn. WLW publicity department continues under direction of **WILLIAM L. BARLOW** and exploitation department under **WILLIAM McCLUSKEY**.

Mr. Scheffer

JEAN STOUT BROWN, member of publicity staff of WMT Cedar Rapids, will teach a course in radio writing this fall at State U. of Iowa.

GEORGE SCHRIER, former publicity manager for American cooperative program department, Sept. 17 joins Scholastic Sports Institute as publicity director.

DON RICH, publicity director of WJZ New York, is hospitalized with intestinal flu.

RALPH GLEASON has resigned as trade news editor of American Broadcasting Co. and is currently completing manuscript for book on hot music to be published next spring.

NBC Promotion Kit

NBC advertising and promotion department last week sent promotion kit for all NBC commercial programs to the network's 155 affiliates. Kits include complete campaigns of on-the-air promotion, newspaper advertising, newspaper and general publicity, window and other displays, transportation advertising, outdoor advertising, direct mail, house organs, stunts, exploitation and contests. Included is 40-page working manual on how to use material for 1945-46 Parade of Stars promotion. Stations will receive individually-recorded star announcements and short entertainment spots made by NBC artists for local broadcast, ranging from 12 seconds to 4 minutes.

London Postcard

POSTCARD with a picture of Basil Rathbone and Nigel Bruce in a London cab with the caption "Hurry, cabby, we have to post message to our listeners in the States" was sent from London to radio editors as a promotion piece for Sherlock Holmes Mutual program, Monday 8:30-9 p.m. Show is sponsored by Petri Wine Co., San Francisco. Agency is Young & Rubicam, New York.

Luncheon News

AS STATION promotion, KROW Oakland has started issuing daily last minute mimeographed news bulletin sheet to all tables at local Athens Club during luncheon hour. With credit given KROW as news source, special printed form is headed Athens Club Noon News. Other organizations are requesting service be extended to include their luncheon meetings.

Guild Promotion

POSTCARDS promoting American Broadcasting "Theater Guild of the Air" programs were mailed by WOWO Fort Wayne, Ind., to members of local Civic Theater prior to program debut. Scale model of guild hall also has been prepared and is on display in theater lobby. Placard tells of coming productions.

Durante-Moore Card

POSTCARDS with a picture of Jimmy Durante and Gary Moore checking their watches against a sundial were sent out to announce return of team to the air Sept. 14. Program is sponsored on CBS by United Drug Co. for Rexall products. N. W. Ayer & Son, New York, is agency.

Fair Coverage

FIFTEENTH consecutive year of coverage by WCLO Janesville, Wis., of Walworth County Fair Aug. 31-Sept. 3 was coupled with service promotion including continuous all-day stage show, souvenire programs and homemakers booth.

Safety Slogan

KTUC Tucson, Ariz., public service promotion currently ties-in with local safety campaigns by use of CBS affiliation announcement slogan of "Caution before speed". Copy further explains reasons for driving care.

KVOE Brochure

FILE size promotion folder has been prepared by KVOE Santa Ana, Cal., to present in conversational style data and facts on coverage and market. Rate information is included.

Guest Folder

SOUVENIRE illustrated folder of WLW Cincinnati facilities is presented visitors to Crosley Square. Space for autographs is provided.

CBS Coast Brochure

BACKING UP statements with Hooper Inc. figures, CBS Pacific Coast brochure, "It's Getting to Be a Well Known Habit", presents statistics on programs designed for Pacific Coast regional advertisers and also table of first fifteen among all shows heard on the West Coast.

Department Moves

MUTUAL publicity department is moving from its former location on the 20th floor of 1440 Broadway, New York, to the 19th floor of the building, adjoining the newly enlarged news and special events department. Job, begun last week, ought to be finished by the end of this week.

PROGRAMS

Street Quiz

NOVELTY quiz show, "What Did I Say", starts on WOR New York Sept. 17. Sidewalk interviews conducted by Ken Powell will be heard Monday-Wednesday-Friday 11:45-11:55 a.m. Passersby who answer questions correctly will be given free tickets to a WOR broadcast.

Format Change

FORMAT of five-weekly "Pettycoat Partyline" program heard 1:05-2 p.m. on WSAI Cincinnati changes Sept. 17 to feature as stars of the sponsor participation show the "members" of the Partyline attending the broadcasts. Sponsor give-aways, theater tickets and other awards and prizes will be made to attendants and participants.

Returned Vet Tribute

SERIES of programs paying tribute to returned local servicemen who have gained recognition for their part in the war has started on WNHC New Haven. Program, "The Victory Parade", is presented every week night 7:30-8 p.m. under sponsorship of local merchants.

Art Review

SERIES of programs to stimulate public interest in new art exhibitions around New York started Sept. 10 on WNYC New York regularly scheduled weekly art discussion, "Let's Talk About Art". Each week program reviews different exhibit.

KHJ Money Quiz

SPINNING OUT numbers on a wheel, telephone quiz show titled "Tello Test" started on KHJ Hollywood Sept. 10. Quiz masters dial telephone numbers and contestants answering questions correctly receive cash prizes.

New Music Series

FEATURING nationally known popular songwriters and their compositions, a new 52-time transcribed quarter-hour series titled "Hollywood Tune-Time" is being produced by On-the-Air Inc., Hollywood, for sponsor consideration.

Safety Show

WEEKLY "Safety Party" variety program has been started by KVOO Tulsa to emphasize campaign by Tulsa Safety Council, of which KVOO Manager W. B. Way is president.

Negro Tribute

PAYING tribute to contributions by the Negro race to the arts, weekly half-hour "My Name Is Joe Adams" has been started on KFWB Hollywood.

57

When you think of
HEINZ - you think of
The Metropolitan
OAKLAND Area
For here this famous food company has two plants—a mammoth and beautiful factory in Berkeley, a little more than three miles from the KROW studios—and an office and warehouse in Oakland. Both are illustrated. When you think of Heinz you naturally think of—
KROW
And when you think of KROW you think of the thousands of growers who supply the raw foods that are processed at the Heinz factory—all of whom are within easy range of the KROW airwaves. Something to think about, isn't it?
Radio Station KROW, Philip G. Lasky, Gen. Mgr.
19th Street at Broadway, Oakland 12, California
Radio Advertising Co.
National Sales Representatives

WJHP
Jacksonville, Fla.
BUY
What Jacksonville's Homes Prefer!
IT'S MUTUAL, NOW!
Represented by JOHN H. PERRY ASSOCIATES

need a TRAVELING SALESMAN?

FOR *KAMOLAND* — THE 4-STATE OZARK REGION

Here's your "man"

KUOA

5,000 WATTS

"He" calls on every store and home in this area — every day!

Yes, in this great 4-state area "Mr." KUOA is a household word in every home and store . . . on every farm and in every factory. On his "customer list" are more than *1,220,958* prospects for your products. More than *205,000* Radio Families hear this strong, clear voice in the states of Kansas, Arkansas, Missouri and Oklahoma. Be sure he's selling *your* wares, too. He's available for YOU . . . so investigate his all-round possibilities NOW.

KUOA

Siloam Springs, Arkansas

5000 Watts — 1290 Kilocycles

The Voice of . . .

KAMOLAND

KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

Sellevision

ARGUMENT with EINSTEIN

No quibblers, we . . . *let* Einstein have his own way with his theory of relativity. But when Einstein says, "I never think of the future. It comes soon enough"— *that's* where Sellevision picks its argument. We're not physicists. We're just radio folks trying each day to make a good station better. So, Einstein notwithstanding, we believe in *thinking* about the future. Yes, and *doing something* about it, too! That's why Sellevision, KSTP's concept of station betterment . . . a far-sighted policy which, for more than four years, has been manifesting itself concretely in continuous audience promotion throughout our coverage area. Summing up our argument with Einstein, we think you'll agree with us that Sellevision— *the eyes to the ears of tomorrow*—makes KSTP a better buy.

50,000 WATTS—CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL

State Dept. to Have Communications Experts in All World Capitals Soon

IN RECOGNITION of the growing importance of communications in world affairs, the State Dept. is throwing into high gear its plans for telecommunications attaches. Within six or eight months the State Dept. hopes to have full-time communications experts in capitals throughout the world.

Posts scheduled to be filled are Cairo, Chungking, Moscow, Rio de Janeiro, Bogota and other cities as the plan expands. Present communications attache in London, John Ordway, is scheduled for a post as foreign service officer in Buenos Aires, leaving his communications post in London to be filled.

John Plakias of the State Dept.'s transportation communications division, has been handling communications in the American Embassy in Paris for six months.

Industry Experience

Getting away from "white collar diplomacy", the State Dept. is planning to use men with industry experience as a prerequisite rather than men with experience in the diplomatic world.

"It has been taking a long time to get the plan in operation", a State Dept. spokesman told BROADCASTING last week, "because we are insisting on only the best man for each job." He said that a knowledge of the language of the country to which the man is assigned is of great help, as well as a "personable approach" to problems, but the prime requirement is "experience and a good working knowledge of radio, especially in the technical line."

Files of the Communications division of the U. S. Commercial Co., operating in South and Central America, have been turned over to the State Dept. to supplement the files of the department on Latin American communications. These will be available to the telecommunications attaches as well as to interested U. S. commercial companies.

The duties of the telecommunications attaches include reporting on communications equipment, number of stations, their operations, and any other data of interest to broadcasters. They will participate in negotiations on communications taking place in their territories.

Ultimate aim is to get all the communications information on every country in the world, so that the information in turn can be made available to American broadcasters, according to the State Dept. Attaches will not remain at their desks in the cities to which they are assigned, but will be on "roving assignments" covering in some cases, half a continent. As more men are sent out, and more are now becoming available through the release of men from the armed forces, coverage areas will be made smaller, with more specialized reporting possible.

"In the old days", said the State Dept. spokesman, "an attache was a letter box through which messages and certain information was sent. Now we want men who understand the field, and can interpret developments, and advise those who request advice."

McDONALD, WISMER WIN PAPER'S AWARD

ARCH McDONALD, CBS Washington sports announcer, was given the *Sporting News* award last week for the No. 1 play-by-play broadcaster of 1945 while Harry Wismer, American sports director, was named the outstanding sports commentator of the year.

Previous winner of the award in 1942, Mr. McDonald has aired the home and road games of the Senators this season. He has broadcast baseball in the Capital for 12 years. Besides two WTOP-CBS shows, he has described Washington's daytime games this year over WOL and night contests over WWDC. His 6:30 sports broadcast over WTOP is so popular he was asked to originate it from the stage of a local theater for several days.

Mr. Wismer wins the award for the third successive year. "One of the most versatile sports commentators on the air," says *Sporting News*, "Wismer is equally conversant with baseball, football, track, golf and other athletic activities." He is regularly identified with the Sugar Bowl game in New Orleans. The sports publication credits him as "accurate and authoritative, with a rapid style fire . . . clarity of language and perfection of diction."

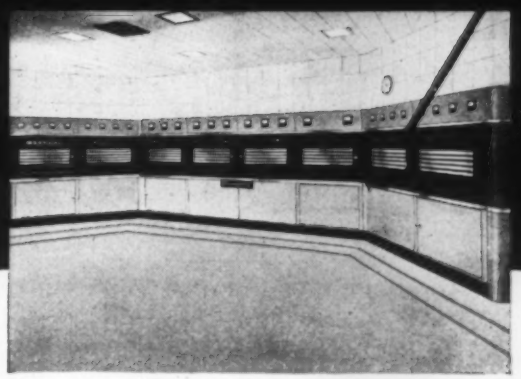
Canadian Awards

FORTY-TWO nominations for the annual awards of the Assn. of Canadian Advertisers have been received to compete for the 1945 awards of one gold and three silver medals to men and women making the most meritorious contributions to Canadian advertising. The ACA awards committee, headed by Lee Trenholm of Underwood Ltd., will make presentations at the annual ACA meeting in Toronto, Nov. 9. The committee represents all Canadian media, agencies and advertisers. The Canadian Assn. of Broadcasters is represented by Jack Cooke, CKEY Toronto; the Canadian Assn. of Advertising Agencies by H. M. Tedman of J. J. Gibbons Ltd., Toronto.

Time Petition

SUPPORT by Florida Congressmen for return to standard time on Sept. 30 is requested in a wire sent last week to Washington by James LeGate, president of the Florida Assn. of Broadcasters.

HOW TO KEEP A CLEAR CHANNEL FROM BEING MUDDY



50,000 watts is no guarantee that a clear channel can't become muddy. For sensitive, faithful reproduction is the product of transmitter design that balances skillful circuit plan with stable, unfailing dependability.

Such a transmitter is the new Westinghouse 50 kw that offers every advantage for clear channel service. More than 12 important design features are included in this unit. Fidelity, for example, is strengthened by an equalized audio feedback in the audio and modulation circuits. No special, complicated circuit adjustments are necessary.

Metal-plate rectifiers are an important contribution to program continuity. Their life is virtually unlimited and program outages caused by tube failure are eliminated. Tube transfer in the power amplifier and modulator is instantaneous.

Your nearest Westinghouse office can give you all the facts on 50,000 watt transmitters. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-08138

XXV—RADIO'S 25th ANNIVERSARY—KDKA

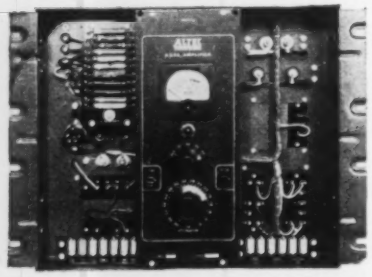
Westinghouse

Electronics at Work

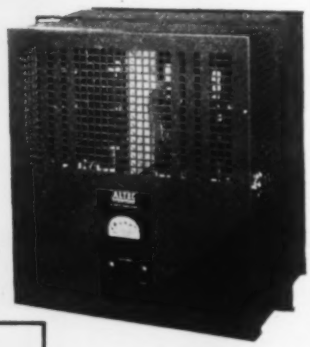
TWO AMPLIFIED ANSWERS TO AN ENGINEER'S DREAM

PARTICULARLY PERFECTED FOR PRE-EMPHASIZED DISC RECORDING

Two premium quality amplifiers, flat over the entire frequency range, have been particularly perfected for the requirements of high power at high frequencies as required for pre-emphasized disc recording. One 35 watts, the other 75 watts rated power provide a choice to suit individual needs. Each unit has plenty of reserve power for perfect pre-emphasized disc recording. Curves, specifications, and performance data will be sent immediately upon request.



ALTEC LANSING
A255 AMPLIFIER
Power Output: 35 watts —Gain: 65 DB • Frequency Range: 20 to 20,000 cycles.



ALTEC LANSING
287F AMPLIFIER
Power Output: 75 watts—Gain: 15 DB
Frequency Range: 20 to 20,000 cycles
Uses 845 Type tubes

ALTEC LANSING
LIMITER AMPLIFIER
The new Altec Lansing 5 watts, 70 DB gain, A322 Limiter Amplifier for driving the above A255 and 287F amplifiers is also available. It effectively eliminates "thumping" and "monkey chatter" in radio broadcast work. Send today for complete details.

ALTEC
LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

NAB Report Finds Local Stations Alert To Serving Wider Interests of Children

A DISTINCT change in the pattern of children's programs on local radio stations since 1940 has been noted in an NAB report, "Program Pattern for Young Radio Listeners," compiled by Dorothy Lewis, coordinator of listener activity for the NAB, and Dorothy L. McFadden, president of Junior Programs Inc., and chairman of the children's program committee, Radio Council of New Jersey.

The authors point out that while adventure stories, fairy tales, legends, and children's classics are still popular, other programs dealing with science, invention, hobbies, aviation, and subjects in which children can express and exchange ideas, characterized by the forum type of program, are becoming increasingly popular with the younger listeners.

Local Stations in Vanguard

These widening interests of children have been especially realized by local stations in the last five years. The authors hope the end of the war will bring nationwide programs with a more broadening educational value to young listeners. A comparison of network programs in 1940 with those of 1945 shows a reduction in network children's shows from 40 in 1940 to 27 in 1945, due to an increase of wartime broadcasts.

The average American child listens to the radio 14 hours a week. To justify this time, networks should give more variety and value to juvenile listeners. Stories from real life, hobbies, vocational guidance, and thrilling episodes from world history should be emphasized, the report suggests.

Emphasizing program planning, rather than production, the authors believe that television will add to the enjoyment as well as the educational value of children's programs.

Communities Should Organize

The authors feel that the responsibility of building bigger audiences for children's programs lies with interested groups in the community, who should organize to shape the listening habits of children. This may be accomplished by adults listening to the programs, boosting the best, and sending their comments to the radio stations.

Variety and balance and keeping the children's many interests in mind should be foremost in the planning of all children's programs, according to the report. After-school programs should be planned for the intellectual benefit of the child as well as for his entertainment.

The authors recommend that every local station devote at least a half hour every day between 5-6 p.m. to children's programs, with more time scheduled for weekends; that more transcriptions be used since they are easily available in all localities at any time; that all scripts be carefully edited; and that suggestions be sought from listeners.

The booklet contains 22 patterns for suggested types of radio programs which have been used widely.

WHBQ
Your MUTUAL Friend
E. A. ALBURTY, Gen. Mgr.
Memphis, Tennessee
WHBQ's latest Hooper shows a gain morning, afternoon and night.
Wire for availabilities
REPRESENTED BY RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

KCOK Starts

KCOK, new Tulare, Cal. station will start operating Oct. 1 on 1240 kc using 250 w, as an outlet of Mutual-Don Lee. Owned and operated by Herman Anderson, station will be managed by his son, Sheldon W. Anderson, former chief of KFRE Fresno. Richard Wegener is sales manager, with Harold Sparks program director.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

You feel more secure WHEN YOU RELY ON A SPECIALIST!

...and We Specialize Exclusively in Radio Transmitting Equipment

When you address an inquiry or a comment to GATES, you're sure to reach a man who *knows* Radio Transmitting Equipment—because there's no other kind here! Our business is devoted *exclusively* to the manufacture and sale of Transmitting Equipment. As a result, there are no diversions or interruptions to pull us off our objective—the building of better and better products for your needs!

You get sounder advice from a doctor who specializes in your ailment. You'll get better service from GATES—specializing in your requirements.

For Transmitting Equipment that's good looking, dependable, rely on GATES.

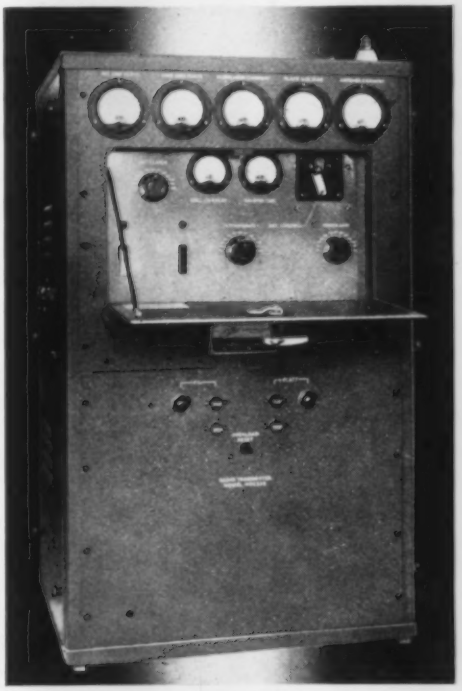
Write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

GATES RADIO CO.

PROGRESS REPORT

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.

GATES RADIO CO. QUINCY, ILLINOIS



The New GATES Communications Transmitter

FOR MILITARY • AERONAUTICAL • POINT TO POINT EMERGENCY • COASTAL HARBOR • RELAY BROADCAST FORESTRY • OTHER SERVICES

All of the features you are looking for are combined in this transmitter. You will find that it possesses Engineering, Reliability, Simplicity, Efficiency, and Serviceability—plus maximum Compactness. The tuning is preset at the factory, but quick, easy changes of operating frequency are possible. The Transmitter has complete metering and protective circuits, and features rapid frequency changes.

WRITE TODAY FOR DETAILED BULLETIN

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

NEW COVERAGE MAP IS ISSUED BY FMBI

FM BROADCASTERS Inc., Washington, has issued a map showing the status of FM broadcasting in the U. S. Map indicates number, location and approximate coverage of FM stations.

Lists of stations and owners are included on reverse of map. According to FMBI, applications are increasing at such a rate that by the time the release was sent out, 32 additional FM applications had been received by the FCC, bringing the total number past 500.

Commercial and developmental FM stations, as well as applications are indicated on map, with coverage areas shown in color. However, according to the release, "people residing outside the areas shown in color will be able to hear FM from the stations shown on the map with a degree of satisfaction diminishing with distance."

WALKIE-TALKIE was used by Joe Tucker (right), WWSW Pittsburgh sportscaster, to interview Byron Nelson during golf tournament. During tournament Tucker, Fred Joyner, Fred Robinson and Ed Kroen covered tournament with 38-pound walkie-talkies and jeeps. Army provided technical supervision from Holabird Signal Depot.

ARNOUX SPEAKER AT RICHMOND MEET

SPEAKING before the Richmond Junior Board of Trade, on the observance of the 25th anniversary of both radio and the U. S. Chamber of Commerce, Campbell Arnoux, general manager of WTAR Norfolk and director of the Fourth District, NAB, told the group that the only curb on freedom "should be imposed by a sense of responsibility for what is spoken or written".

"Heroic sacrifices . . . down through the ages found vindication in our American Democracy," he said. "Even then this freedom, which is our priceless heritage, was bitterly contested. It is *still* contested. It *always will be*." For that reason, he added, "vigilance shall not be relaxed."

Praising Byron Price in assuming the tremendous task of directing the Office of Censorship, Mr. Arnoux expressed the opinion that because of the trust placed in them by Mr. Price, broadcasters and editors "vindicated his trust in them by maintaining a voluntary censorship".

"To the everlasting credit of Censorship," he added, "and to the radio and press and the American people, free speech in America is as uninhibited now, after the war, as it was before the war."

There, he pointed out, is "the answer to the questions of any doubting Thomas as to whether the American system of *Free-Speech-with-responsibility* works."

Sniper Clark

A RUSSIAN sniper medal is being worn by Katherine Clark, WCAU Philadelphia commentator, who just returned from a two-month tour of Europe. While abroad, Katherine was invited by a group of Russian soldiers to join them in a hunting trip on the estate of Herman Goering. She bagged a 14-point buck deer and the soldiers honored her with the medal, a red enamel star with a gold hammer and sickle.

Albert L. Thuras

ALBERT L. THURAS, 57, research engineer on acoustics for the Bell Telephone Labs., New York, on leave with the Navy Lab., died Sept. 9 in New London, Conn. Mr. Thuras joined the Bell Telephone Labs. in 1920. He specialized in the study of acoustics and in 1928 helped develop a loudspeaker that was able to project the human voice a mile without distortion. When World War II was declared Mr. Thuras was given a leave from the Laboratories to go to New London where he was assigned to the Defense Research Committee. A few months ago he was assigned to the Navy Lab. He leaves a brother, George, and a sister.

Dial Placements

DIAL Programs, New York, has sold its 15-minute transcribed series, *Reminiscin' With Singin' Sam*, starting Sept. 3 for 52 weeks, 5 times weekly to the following stations: WTAM WISH WOWO WWVA WHKC WKRC WSPD WSAZ WMOB WAGE KMPC KGA. Dial Programs is owned by Lawrence Golden and Pat Williams, general manager of WING Dayton.

NBC Scoop

FIRST news that Vidkun Quisling had been found guilty was brought to the world Monday morning by NBC reporter Bjorn Bjornson, stationed in Oslo, who was heard on NBC on *World News Round-up*. Bjornson received and broadcast the verdict the moment it was announced.

THIS MAN'S BUSINESS IS NEWS!

Val Clare is our News Editor . . . recently returned from a six months tour of the European battlefronts. Val's inherent "news sense" both on and off the air is the guide to CKLW's alert news-programming 24 hours a day. The fact that we, and Val, know that NEWS is so important today, is evident in the smart way we spot it across the program schedule . . . and reason, too, why so many dials in the Detroit Area are kept permanently parked at 800.

Knowing what the listeners want in this, America's Third Market, and delivering it, is a giltedge formula. Our listeners and advertisers like it a lot!

J. E. CAMPEAU, Managing Director

In The Detroit Area, it's

5,000 Watts at 800 kc. day and night

CKLW

Mutual Broadcasting System

ADAM J. YOUNG, Jr., INC., Nat'l Representative

Letter to the Editor

EDITOR, BROADCASTING:

Noting your little piece of this week concerning resumption of Standard Time, we here at WBT would like to propose that all radio stations, throughout the nation, standardize themselves with regard to this phase of operations.

In other words, let's get together and by common and unanimous consent agree to run radio on Standard Time the year round. Let's put an end to the inconvenient and unnecessary annual routine of shifting a great majority of stations back and forth from Standard to Daylight Saving Time. As you know, this adds up only to one persistent headache for the entire industry.

Our reason for this suggestion is not selfish. We make it only to help the pressure that is forced upon practically all program directors, traffic departments, station managers, sales managers, and advertising agencies every summer, not to mention the expense involved. As Daylight Saving Time approaches, these aforementioned departments must make arrangements to change the broadcast time of almost all of their programs. This, in itself, might be tolerated, although such a problem is unnecessary. But merely changing from one system of time to another (and this takes weeks) does not end the headache. Hundreds of long-time local programs, throughout the country, must give up their regular broadcast periods, or, more tragic still, even be forced off the air entirely because of this Daylight Saving monster created by a Frankenstein in the form of a small group of stations in large Metropolitan areas.

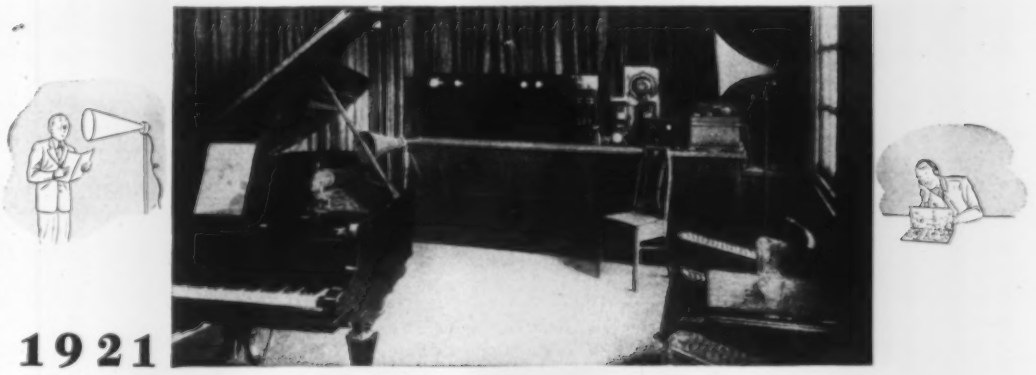
Such a change in time observance means that both program and sales departments have to work night and day for a period of weeks making these compulsory revisions in schedules. And, when this is finally accomplished, the matter is by no means settled. Come fall and the switch again to Standard Time and once again broadcasters have to go through the same period of agony. Thus, the question: why should a goodly portion, 90% I should say, of American broadcasters be pushed around because of a whim of the minority?

The railroads of the United States have never recognized Daylight Savings Time. Why should radio? I believe, and think you will agree, that the country can become accustomed to following Standard Time in their radio habits as easily as they can manage to catch their trains on time.

CHARLES H. CRUTCHFIELD,
General Manager,
WBT Charlotte

Sept. 6

HELEN KORDAY, NBC employment manager, will address the trainees of the Veterans Reemployment Program Sept. 20 at the New York State Senate Chamber at Albany. She will speak on "Techniques of Interviewing".



1921

KPO's original studio from which our first broadcast originated in 1921. The thing that looks like a horn on the piano is an early version of a microphone.

1945

KPO's Studio "A" in 1945. Several hundred guests are in the audience for a favorite San Francisco broadcast. Quite a difference in just 24 years.

SO BIG...SO FAST!

bet you never dreamed radio would grow so rapidly

THIS YEAR marks the twenty-fifth anniversary of radio. Twenty-five years ago, if you were one of those early radio "Bugs," you heard the sounds that marked the birth of a great new industry. Twenty-three years ago, just two years after the birth of the industry itself, KPO first put its own sounds on the air . . . sounds that have been growing steadily in volume, clarity, and listener interest throughout every year since, to make KPO the foremost broadcasting station in Northern California.

On its own twenty-third birthday, KPO salutes the twenty-fifth anniversary of a young and vital industry.

KPO SAN FRANCISCO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

DETROIT'S LEADING INDEPENDENT STATION

WJBK

. . . . ALL IN FAVOR

Yes, all the national accounts listed below—and many others—say "Aye" to WJBK.

Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

WJBK GETS RESULTS

★

ANOTHER REASON WHY

STATION WJBK

Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2, MICH.

Pepsodent Contest

PEPSODENT Division of Lever Bros. Co., Chicago, sponsors of the Bob Hope show, Tuesday, 10-10:30 p.m. on 126 NBC stations starts its first major postwar contest with 20 new jeeps as grand prizes to the persons answering most satisfactorily the sentence, "We should not cash in our War Bonds because . . .". Contest will be launched by Bob Hope early in October and will end Nov. 11. Jeeps awarded on the show are the postwar model recently announced by Willys-Overland which can be used for sport, station wagons or general use. Agency is Foote, Cone & Belding, Chicago.

WMSA WILL START OPERATING OCT. 1

WITH American affilation, WMSA Massena, N. Y., owned by the *Watertown Daily Times* (WWNY), is expected to start broadcast operations on Oct. 1.

Thomas R. McHugh, for the past three years promotion manager of WWNY and a member of its sales staff, has been appointed manager of the new station. He is a graduate of Syracuse U. and worked on the *Times* before becoming affiliated with its subsidiary.

Program director of WWNY, James W. Higgings, has been named assistant manager of WMSA. Michael R. Yonkovig, also from WWNY, will be chief engineer.

WHY FORK OUT JACK FOR JACKS FORK (KY.)!

What Jacks Fork picks up we couldn't say, but it probably isn't WAVE! Our destination is a far more bountifully-spread table than Jack's—it's the Louisville Trading Area where people spend more money for food (and everything else) than is spent in the rest of Kentucky *combined*. Seriously and no joke—write us (or ask Free & Peters) for the actual figures. Do that and you'll want to do your spooning via WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Distress Signal

WHEN Chief Aviation Machinist's Mate Albert H. Butt found himself in distress early this month in true Navy style he turned to radio—WCPO Cincinnati—to send an SOS. The chief was all set to get married when his bride's brother, who was to be best man, was shipped out to sea. Even an appeal to the local Navy recruiting office could find no Navy man of the same religion to stand up for him. So the chief went to WCPO to find a crew. Arthur Reilly, top WCPO commentator, broadcast an appeal and the chief not only found a best man but two ushers and many potential replacements.

SPONSORSHIP BOON TO 'TOWN MEETING'

SPONSORSHIP has been a great boon to *America's Town Meeting of the Air* Program, according to George V. Denny Jr., president of Town Hall and founder of the forum. In the 12 months since the beginning of sponsorship by the *Reader's Digest*, Denny said, the program rating has more than doubled and audience mail has increased more than 50%.

Town Meeting will be continued under its present sponsor until Nov. 29, when contract expires. Digest has not renewed contract since they are starting a program of editorial expansion, including foreign countries, and feel that a national radio program will not fit in with present plans.

Cancel Translux News

AFTER lining 4,150 newscasts into the Translux theatre in Philadelphia without missing a single show, WCAU is withdrawing its hourly newscast service to Philadelphia's only newsreel theater on Oct. 10. The diminishing of the importance of quick news was given as the reason.

630 ON THE DIAL

• MORE PEOPLE LISTEN
• MORE PEOPLE BUY

CKRC

WINNIPEG – CANADA
THE DOMINION NETWORK

XUM

COMING— 27 NEW PROGRAMS ON WNEW

NEW PROGRAMS

MANUEL KOMROFF'S PROGRAM
Great short stories

WASHINGTON PREDICTS
Authoritative forecasts

CRIME ON OUR HANDS
Crime, quiz, prizes

BALANCING THE BOOKS
John Q. reviews and interviews

COMING ATTRACTIONS
Entertainment periscope

YOUR HOME TOMORROW
What's coming

FOLK MUSIC FESTIVAL
Fun with folk songs

THE AMERICAN NEGRO THEATRE
Comedy, drama, thrillers

TAKE MY WORD
How English words got that way and why

OFF THE BEATEN PATH
A test tube of new ideas

THE NEWSPAPER GAME
Thrillers from the City Desk

HISTORY OF THE METROPOLITAN
Music and anecdotes

RECORD COLLECTORS' EXCHANGE
Swap shop

HISTORY OF THE MOVIES
Flickers from then to now

STORY OF A BAND
What makes music click

SIDE STREET AMERICA
Back Page Drama

MOVIE MUSIC
Scores from the sound tracks

HIGH SCHOOL HOUR
Wherin the 'teen agers take over

MR. WORDS AND MR. MUSIC
About the artists

CANDLES IN THE DARK
Religious "Answer Man" program

I'LL TAKE ROMANCE
Romantic comedies easy to take

ASSIGNMENT ON BROADWAY
Burns Mantle on current shows and what goes

NEW YORK AND A NEW WORLD
Helping get acquainted

THE PERFECT PROGRAM
Made perfect by you

INTERNATIONAL NEWSREEL
Around the world in 30 minutes

IT'S A CRIME!
A new idea in whodunits

and EASY ACES
one of America's most famous comedy shows.

ALL STARTING WEEK OF SEPTEMBER 17th!

Talk about your postwar programs. Here's 27 of 'em . . . all brand new . . . hitting the air for the first time week of September 17th. So informative . . . so down-right entertaining . . . that you can tune your radio to 1130—and let 'er percolate. Never even touch your dial!

Judging by listener surveys . . . that's just about what happens in tens of thousands of New York homes week in, week out. These studies show that—

WNEW is listened to by more people than any other non-network outlet in the country.

You've got to be good to win and hold an audience like that. And this coming season WNEW—with 27 sparkling new programs—will hold its listeners more closely than ever—besides adding thousands of new ones.

Isn't that the kind of station you need to build your postwar sales—*fast?*

WNEW

NEW YORK 22, N. Y.

TEN THOUSAND WATTS — ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

KFMB
Sells
SAN DIEGO

SPRINGBOARD TO TOKYO!!

That's metropolitan San Diego . . . where a great exclusive audience of 373,500 civilians reside in an area within 15 miles of our antenna. And . . . they must be covered from within to be covered right! KFMB is doing the real job in San Diego . . . we can do it for you!

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

FM

(*Continued from page 15*)

ments for existing FM stations, the Commission noted that all but two of the 53 are for metropolitan stations. The exceptions are WMIT Winston-Salem, N. C., and WMTW Mt. Washington, N. H., both of which are rural stations. The former is authorized to operate with 200 kw power, the highest power assigned, and the latter with 10 kw.

As set forth in its rules for FM regarding power limitations of metropolitan stations, the Commission authorized a wide variation of antenna heights in accordance with power permitted. Thus, WEAF-FM New York is permitted an antenna height above terrain of 1258 ft. (Empire State tower) with power of only 1.6 kw, the lowest assigned. Conversely, WHFM Rochester uses an antenna height of only 261 ft. but employs the maximum power of 20 kw. In the future, it was pointed out, a minimum antenna height of 500 ft. above average elevation will be required unless it can be shown such height is not feasible.

With respect to its assignments of metropolitan frequencies in area I, the Commission said that it recognized that some of the metropolitan stations will be able to serve a greater area beyond their protected contours than will others. "Nevertheless," it pointed out, "while not all of the facilities are equal in coverage, it has been possible in each city in Area I (with one exception) to assign frequencies of substantially the same coverage to all existing stations in that city.

"These facilities, moreover, are amongst the most desirable in each city from the point of view of service beyond the 1000 uv/m contour. The one exception is New York City where it has not been possible to find 11 frequencies for the 11 existing stations with substantially the same coverage."

N. Y. Alternatives

The Commission explained that it had two alternatives in assigning frequencies in New York, the first being to make its allocations in the new band in approximately the same order as in the old, the second involving a choice among existing licensees on the basis of the best information available. Under the first method, it found, some networks would be given facilities considerably better than others; some of the pioneer FM stations (including the inventor of FM) would receive the least desirable assignments; and the latecomers would fall heir to the best.

While it recognizes that it would be better to make its choice of plans after a hearing, the Commission observed, it "is of the opinion that public interest requires FM broadcasting to get started as soon as possible, and hence some authorizations without a hearing are necessary if FM broadcasting is not to be handicapped by a slow start." It added that stations still have the opportunity of filing objections by Sept. 25 to specific assignments.

Assignments providing the maximum service area beyond the 1000 uv/m contour were given to existing stations in New York, the Commission said, "since these stations are the pioneers in FM broadcasting". To networks, the Commission endeavored to assign "substantially equivalent facilities".

Consequently, the Commission declared, the facilities given to the "network pioneers" have a somewhat smaller service area than that given the "non-network pioneer" FM stations. The result will be that listeners living beyond the 1000 uv/m contour of the network-owned station can receive network programs from an affiliate of the network in whose 1000 uv/m contour they reside and all networks may compete for affiliates in this area. As far as non-network stations in New York are concerned, the Commission pointed out, their programs are not available from other stations.

"Thus," concluded the Commission, "the listening public gains by making available to the non-network stations those frequencies which have a maximum service area beyond the protected 1000 uv/m contour."

Text of the Commission's Sept. 12 release follows:

The Commission today made public a list of assignments for present FM licensees and permittees. Any licensees or permittee desiring to object to the assignment made by the Commission must do so on or before September 25, 1945.

All of the assignments which were made today are for Metropolitan stations with the exception of Station WMIT at Winston-Salem, North Carolina, and WMTW at Mt. Washington, New Hampshire, both of which are rural stations. WMIT is authorized to operate on the frequency 97.3 megacycles (Channel No. 47) with power of 200 kilowatts and WMTW is authorized to operate on the frequency 97.9 megacycles (Channel No. 50) with power of 10 kilowatts. Other rural stations will be authorized upon a proper showing.

In making the allocations for the Metropolitan stations, the Commission has provided in both Area I and Area II for an effective radiated power of 20 kilowatts and an antenna height of 500 feet above the average terrain.[1] Where existing antenna heights are in excess of 500 feet the Commission has required a reduction in effective radiated power so that the service area of such a station (within its 1000 uv/m contour) is substantially similar to what it would be with an antenna height of 500 feet and effective radiated power of 20 kilowatts. Where the existing antenna heights are less than 500 feet the Commission is authorizing 20 kilowatts power but such stations in the future will be required to conform with a minimum antenna height of 500 feet above the average elevation unless a showing is made that such an antenna height is not feasible.

The basis on which the Commission made its assignments is set forth below. In Area II there are sufficient frequencies so that all existing licensees

(*Continued on page 88*)

[1] In Area II greater coverage than is possible with effective radiated power of 20 kilowatts and a 500 foot antenna will be authorized upon proper showing. Some stations in Area II have smaller coverage at present than is provided for by the Commission's authorization. If such stations desire the smaller coverage, this will be authorized upon a proper showing.

Transcription Turntables

WE ARE now in full production on turntables and are able to make excellent deliveries on chassis only, chassis with cabinets, or complete with lateral pickups and filters.

All equipments are latest design, inside rim drive dual speed with aluminum platter.

The next time you buy turntables, buy the latest—the GATES CB7.

GATES RADIO COMPANY
Quincy, Illinois

CRYSTALS
HOLLISTER CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

NABET

(*Continued from page 16*)

Petrillo will call out his musicians in the event that the companies entered into a contract with the union."

In May, 1944, NABET filed a petition asking the National Labor Relations Board to name it as collective bargaining agent for all technical employes of American and NBC, including platter-turners. The same month, NABET also filed a 30-day strike notice, but acquiesced to a War Labor Board request that the status quo be maintained and did not strike.

Jurisdiction Upheld

After hearings, NLRB certified NABET as bargaining agent for the platter-turners at all network-owned stations except in Chicago where AFM members had done this work for some years. AFM President James C. Petrillo thereafter notified the networks that he did not consider this ruling as binding on AFM and threatened them with a series of "wildcat" strikes if they made a new contract for this work with NABET, which he claimed was a company-dominated union. NABET then took the matter to the U. S. Circuit Court of Appeals, which upheld the NLRB ruling and last month ordered the networks to negotiate new contracts with NABET.

To Prepare Disc

NAB Sales Managers Executive Committee meeting in New York Sept. 11-12 approved in subcommittee recommendation to prepare transcribed presentation of pros and cons regarding establishment of an agency recognition bureau for industry. Disc would be played at NAB district meetings and would be followed up by opinion questionnaire. Action stems from article by Harold A. Soderlund, subcommittee member and sales manager of KFAB Lincoln, Neb., in June 18 BROADCASTING and Sept. 3 editorial. Proposed bureau, fully staffed, would cost only $25,000 per year, it was stated. Staunton P. Kettler, managing director of WMMN Fairmont, W. Va., is chairman of subcommittee.

Fanning Chicago V-P

THOMAS J. FANNING, having headed operations of Grant Adv. in Argentina, Brazil and west coast of South America, since their inception, has returned to the U. S. as executive vice-president in charge of agency's Chicago office, it has been announced by Will C. Grant, president. Before joining Grant, Fanning was associated in executive capacities with Kenyon & Eckhardt, Berg & Co. and J. Walter Thompson Co. Willard Y. Stocking, formerly of Grant international division, headquartering in New York, succeeds Fanning as vice-president and head of Grant Buenos Aires office.

FLASH of a collision in mid-air between two P-47 fighters about a half-mile from its studios was put on the air while the planes were still falling by WMBG Richmond whose announcer interviews an Army officer on the story. Part of a flight of six, the planes collided at about 4,000 feet and the wings of both appeared to disintegrate instantly. One pilot escaped.

FCC GRANTS WSOO LICENSE RENEWAL

SATISFIED that the station has been making substantial progress in emerging from financial difficulties, the FCC last week granted the application for renewal of license of WSOO Sault Ste. Marie, Mich. The station had been cited for failure to file annual reports or respond to notices requesting information.

At a hearing held March 13-14, the Commission said, it was testified that the station had become affiliated with the American (then Blue) network, had improved its service, and increased its sales. "The improvement in the station's financial position," an opinion and order stated, "coupled with the further fact that there have been no complaints as to the program service or the quality of the station's equipment is quite strong evidence that the station is making some progress."

Sidelights

(*Continued from page 16*)

79 of its men were involved: 40 in New York (WJZ), 24 in Chicago (WENR) and 15 on Coast (KECA Hollywood, KGO San Francisco).

* * *

ONLY program to be withdrawn by its sponsor because of the walkout was a talk scheduled for Thursday evening on WJZ New York by William O'Dwyer, Democratic-American Labor candidate for mayor of that city. American Labor Party, which had purchased a quarter-hour on WJZ, asked that the broadcast be postponed until after the strike had been settled.

* * *

LOGS of American and NBC for Wednesday evening show that WEAF New York was off the air about 15 minutes, WJZ New York about 35 minutes.

* * *

NBC got back to normal programming with the *Chesterfield Supper Club* at 7-7:15 and stayed that way until 8:30. Neither Brown & Williamson's *Gay Mrs. Featherstone* (8:30-9) nor Bristol-Myers *Time to Smile* (9-9:30) were heard in New York, but from 9:30 to closing at 1 a.m. there were no further losses. First regular program on American after the strike began was *Lum and Abner* at 8 p.m. from Chicago.

* * *

NABET pickets made their appearance at 3 p.m. Thursday at the Merchandise Mart, Chicago headquarters of American.

Meanwhile, NBC replaced 35 NABET engineers with three of its engineering department executives —Howard Luttgens, chief engineer, central division; Theodore Shreyer, operations supervisor, and Walter Lindsey, chief transmitter engineer. Luttgens arrived in Chicago at 4:30 p.m. Thursday from New York and immediately reported to the network.

A similar condition existed at American broadcasting where 20 NABET engineers were on strike. They were replaced at control rooms and transmitters by Ed Horstman, chief engineer of ABC central division; Merritt R. Schoenfeld, assistant general manager of ABC; Ken Christiansen, traffic supervisor, central division; Bill Joyce, ABC producer; Charlie Butler, producer, and Helen Hawthorne, secretary to Mr. Horstman.

* * *

IN Washington, D. C., Chief Engineer A. E. Johnson and Ass't Chief Engineer Donald Cooper kept WRC operations on schedule Thursday despite a walkout of 27 NABET engineers Wednesday evening. The strike left the NBC outlet with but one engineer on duty, Donald Cooper. However, the station lost only one minute (6-6:01 p.m.) when a needle "cut over" causing a repeat on the turntable.

Repeal of War Time Will Have Little Effect on Broadcasters at Present

EXPECTED repeal of war time Sept. 30 will have little effect on broadcasters at this time. First of the prewar time juggling headaches will come next spring when networks and stations will face the problem of adjusting schedules to local time changes which may be effected in the meantime.

Congress action to repeal war time proceeded last week when the House passed one of the 59 bills introduced to abolish daylight saving. The House on Wednesday approved the bill (H-3974) introduced by Rep. Boren (D-Okla.). Since the Senate was not in session Thursday, it did not receive the measure until Friday. Early Senate approval was expected.

Scarcely any opposition to war time repeal was voiced in the House. Strong farm sentiment for repeal was cited. Rep. Gwynne (R-Ia.) referred to a statement by Hugh Muncy, farm director of KXEL Waterloo, that letters to the station indicated overwhelming desire for standard time. He also said A. G. Woolfries, farm service director of WMT Cedar Rapids, had reported a farm audience poll showing 600 to 1 favoring return to standard time.

Moving up the clock an hour will involve little disturbance in operations. Some Ohio communities have local option and at least one is back on standard time already. Arizona is now operating on Mountain Standard Time and likely will remain on it.

Looking ahead to the annual spring program snarl, Robert T. Bartley, NAB director of government relations, is working on a plan to re-zone the United States. It would be based on the 7½ degrees either side of the 75, 90, 105 and 120 meridians. The Interstate Commerce Commission would be empowered by legislation to declare standard time in these zones. The idea will be discussed at a meeting of the NAB Legislative Committee to be held Oct. 3.

Unions Seek An Election Among CBS Employees

THREE UNIONS met Thursday at a hearing before the National Labor Relations Board to start proceedings toward an election to determine whether the CBS white collar workers want a union and which one of the three, United Office and Professional Workers (CIO); International Brotherhood of Electrical Workers (AFL) or International Alliance of Theatrical and Stage Employes to represent them [BROADCASTING, Sept. 10]. Both UOPWA and IBEW want to represent an overall unit of the workers and were willing to submit the matter to election. IATSE, however, objected because they wish to organize only the white collar television studio workers as a separate unit. Agreement was not reached and a formal hearing before the board will be held sometime next week.

CBS press department has authorized the UOPWA to represent it and will join the screen publicists guild which will change its name to include the radio section.

KSCJ

Sioux City

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
IAN ARTHUR S. CHURCH PRODUCTION

FM

(*Continued from page 86*)

in any city can be given facilities providing substantially the same coverage and this has been done. In Area I a somewhat different situation exists. The Commission's Rules and Regulations provide that Metropolitan stations in Area I shall be limited to a maximum effective radiated power of 20 kilowatts and an antenna height of 500 feet and that the service area of such stations will not be protected beyond the 1000 uv/m contour.[2] Accordingly, all the Metropolitan frequencies in any city in Area I will be substantially equal so far as the 1000 uv/m contour is concerned. However, it is recognized that Metropolitan stations will be able in many instances to serve beyond their protected 1000 uv/m contour—although this additional unprotected service area will undoubtedly be cut down as additional stations are licensed—and that some of the Metropolitan stations will be able to serve a greater area beyond their 1000 uv/m contour than do the others. To this extent some channels may be considered more desirable than others, although so far as the protected contours are concerned all channels will be equal. Nevertheless, while not all of the facilities are equal in coverage, it has been possible in each city in Area I (with one exception) to assign frequencies of substantially the same coverage to all existing stations in that city. These facilities, moreover, are amongst the most desirable in each city from the point of view of service beyond the 1000 uv/m contour. The one exception is New York City where it has not been possible to find 11 frequencies for the 11 existing stations with substantially the same coverage.

Two alternative plans were available to the Commission in making the assignments in New York City. Under the first alternative, stations would be allocated in the new band in approximately the same order as they are in the present FM band. Under this method, some of the existing networks would be given facilities which initially would be considerably better than those of other networks, and thus an unequal competitive situation would result. Moreover, under this system, some of the independent stations which were pioneers in FM—including the inventor of FM—would be given the least desirable assignments. Finally, this method would result in saving for late-comers the best facilities in New York instead of making them available to those who pioneered in FM broadcasting.

The second alternative plan involves making a choice among existing licensees on the basis of the best information presently available to the Commission. The Commission recognizes that it would be better to make such a choice after a hearing. However, the Commission is of the opinion that public interest requires FM broadcasting to get started as soon as possible, and hence some authorizations without a hearing are necessary if FM broadcasting is not to be handicapped by a slow start. Moreover, as has already been pointed out, stations will be given an opportunity to object to the Commission by September 25, 1945, concerning the specific assignments.

In making the assignments in New York City, the Commission has decided to assign the frequencies with the maximum service area beyond the 1000 uv/m contour to existing stations since these stations are the pioneers in FM broadcasting.[3] In making assignments in New York City to the networks, the Commission has endeavored to assign substantially equivalent facilities for all the networks. As a result, the facilities assigned to the network pioneers have a somewhat smaller service area beyond the 1000 uv/m contour than in the case of the non-network pioneer FM stations in New York. This should result in maximum service to listeners in the New York area. The programs of the network stations are available either from the network-owned stations or from their affiliates. Hence, listeners living beyond the 1000 uv/m contour of the network-owned station will have an opportunity of receiving network programs from an affiliate of the network in whose 1000 uv/m contour they reside, and all networks will have an opportunity to compete for affiliates in this area. So far as non-network stations in New York are concerned,[4] their programs are not available from any other station as in the case of network programs. Thus, the listening public gains by making available to the non-network stations those frequencies which have a maximum service area beyond the protected 1000 uv/m contour.

The complete assignment of frequencies as made by the Commission is set forth in the attached table.

[2] Until there is full occupancy of Metropolitan channels in Area I, the Commission will give consideration to applications from licensees of Metropolitan stations to operate temporarily with power in excess of that prescribed in the rules (i. e. the equivalent of 20 kilowatts radiated power with an antenna height of 500 feet) upon a special showing that this would provide a better signal in specified rural areas. It should be emphasized that such increase in power, if granted, will be temporary only and will be required to be reduced upon the licensing of additional stations to serve the area in question.

[3] The frequency assigned to WNYC-FM will provide a smaller service area beyond the 1000 uv/m contour than in the case of the other assignments. This is in accordance with the showing previously made by WNYC to the effect that the station's purpose can be served with a service area limited to the area of New York City.

[4] Since the networks themselves own stations in New York, it is obvious that independent stations there cannot secure network affiliation.

Dead Air

STAN SHAW, WJZ New York all-night disc jockey, announced he had a new record which he would play on his program one night if enough people requested it. Asking for 10 telegraph requests, Stan received 15, and the record turned out to be "Silence"—two and a half minutes of dead air—stopping all sound from WJZ from 5:51.30-5:54.15 a.m.

IRE Winter Meet Is Set Jan. 23-26

Firms to Show New Equipment At New York Sessions

ANNUAL winter technical meeting of Institute of Radio Engineers will be held at the Astor Hotel, New York, Jan. 23-26, 1946, it was announced Wednesday by Edward J. Content, engineer at WOR New York and chairman of meeting committee.

With the end of war, restrictions on information of a technical nature have been relaxed, so that many papers on radar and other devices may be read. Approximately 150 electornics and radio companies are to have commercial exhibits displaying their first postwar civilian products.

General committeemen who will assist Mr. Content in details of meeting include: Austin Bailey, AT&T; Howard Frazier, director of engineering, NAB Washington; William B. Lodge, director of general engineering, CBS; Stuart L. Bailey, Jansky & Bailey, Washington; George W. Bailey, executive secretary of IRE; Elizabeth Lehmann, IRE office manager.

Sub-committee chairmen in charge of various activities are: Frank Marx, American, arrangements; C. M. Lewis, RCA, banquet; H. F. Scarr, Western Electric Co., exhibits; Raymond F. Guy, NBC, finance; Will Whitmore, Western Electric Co., publicity; A. E. Harrison, Sperry-Gyroscope Co., papers; Norman D. Israel, chief engineer, Emerson Radio & Phonograph, printed program; Harold P. Westman, IT&T, registration; Don H. Miller, Electronics Co., special features; George B. Hoadley, professor of electrical engineering, Brooklyn Polytechnical Institute, sections committee activities; William H. Crew, IRE, technical committees activities; Philip F. Siling, RCA, hospitality; Helen M. Stote, IRE, women's activities; George T. Royden, Federal Radio & Telephone Corp., standing committee activities.

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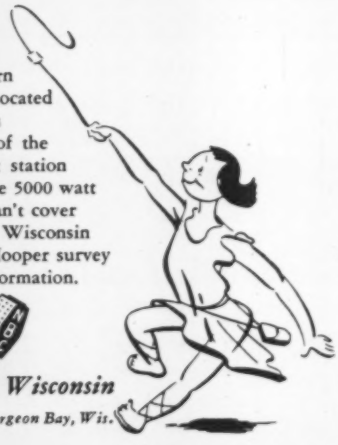

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NEW YORK 20, N. Y.

August 28, 1945

Mr. Seymour Berkson
General Manager
International News Service
235 East 45th Street
New York, New York

My dear Mr. Berkson:

I want to congratulate you for the fine news service your organization supplied up to and through the day of Japan's final surrender. It was fast and accurate throughout, and our news room found it of great help in supply - ing fullest Radio coverage of the occasion.

As always, your staff offered friendly help and cooperation.

Cordially,

Frank McCall

Frank McCall
Manager
News and Special Events

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INS DID A GRAND JOB ON WORLD WAR II. INS' REPORTS WERE ACCURATE, COMPLETE AND UP TO THE MINUTE. CONGRATULATIONS ON YOUR EXCELLENT COVERAGE OF EVERY WAR DEVELOPMENT

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732P

INTERNATIONAL NEWS SERVICE

TRI-CITIES
The FARM MACHINERY Capital

53% of the Tri-Cities' Drug Sales Originate in the ROCK ISLAND-MOLINE Zone*
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Nearly $2½ million is spent annually in the Tri-Cities' retail drug stores. And the greater portion (52.9%) of the Tri-Cities' drug sales originates on the Illinois side, in the Moline-Rock Island zone. WHBF, the **home** station, can help you sell your drug products profitably. In all, WHBF's primary area reaches 1¾ million people . . . In the very heart of the Corn Belt.

* *Includes Rock Island, Moline, East Moline and six other contiguous cities and towns.*

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1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

Buffalo

(Continued from page 18)

the renewals, the Commission added the action is taken "without prejudice" to further proceedings which in its judgment would rectify conditions. Failure of Buffalo Broadcasting to make full disclosure in its reports of its agreements with Churchill "indicate a lack of candor and care in the preparation of the reports," the findings stated. But the Commission added it did not conclude the omissions were so serious—particularly in view of the fact that one of the basic agreements was before the Federal Radio Commission—as to require the applicant to be deprived of the value of the stations which it had successfully operated for more than 15 years.

"Nor do we conclude that for this reason the applicant should be found disqualified to ever again operate a radio station", the Commission said, explaining it was predicating its proposed denial solely upon the illegal arrangements with Churchill.

The Commission said it would permit the filing by Buffalo Broadcasting of an application for consent to transfer either WKBW or WGR, "provided it is affirmatively shown that any agreement for transfer does not in any way give further effect to the leases and agreements between the applicant and the Churchill Tabernacle which we have here found to be violative of the Communications Act". This would be in compliance with the duopoly provision, prohibiting ownership by a single interest of more than one station in the same community.

The Commission said it also would permit filing of a new application looking toward the licensing to Buffalo Broadcasting of the present facilities of either station, provided it is shown that if the application is granted, Buffalo would have the "exclusive use and control of the station".

Finally, the Commission said it would grant the applicant temporary licenses for three months, provided that 10 days after its decision becomes final, Buffalo files a statement which "establishes that applicant has full control over the operations of the stations and no further effect is being given the agreements here found to be illegal."

Petrillo Ban on Chicago Video Program Raises Religious Issue

ACTION of James C. Petrillo in barring an AFM organist from participation on a television broadcast of Rosh Hashana (Jewish New Year) over WBKB Chicago stirred up a whirlwind of protests from various persons connected with the religious program.

Difficulty arose when the International Council of Religious Education contacted Rabbi Lewis Binstock of Chicago's Sholem Temple for permission to use a choir directed by Max Sinzheimer, an AFM member. Jerry Walker, radio director of the Council, said he had received permission from AFM Local 10 for Sinzheimer's appearance but was notified the day before the broadcast (Sept. 6) that Mr. Petrillo had written Samuel Kassel, musical director of Sholem Temple, that no AFM member could participate in any video program "regardless of type" because it was "in contravention with the policy of the AFM".

Since the council, according to Mr. Walker, was perfectly willing to pay the union scale for Mr. Sinzheimer's appearance no question of working conditions or salary was involved.

"I can only say I am bewildered," Mr. Walker commented. Rabbi Binstock said he understood the program was "not for profit" and that he was "surprised" by Mr. Petrillo's action.

Question of whether or not the AFM action was a direct violation of religious freedom was studiously avoided. Meanwhile, officials of Local 10 said they would abide by Mr. Petrillo's policy and that no AFM members could play for any television program "religious or otherwise".

An instance in which union musicians are permitted to appear on video program, even though they are in the armed services, is the *Treasury Show*, produced over WKBW by Buss Wells of the War Finance office, which resumes broadcasts Sept. 19 after a month's absence.

'SCHOOL OF AIR' SHIFTS TO P.M.

STARTING its 16th year on CBS Oct. 1, *American School of the Air* for the first time will be broadcast outside of school hours, at 5-5:30 p.m. EWT. Monday broadcasts, *Story of America*, will dramatize our country's progress from Indian days to the present. On Tuesday, *Gateways to Music* will present classics, folk songs, and modern music. Wednesday, *March of Science* will dramatize man's attempts to harness the forces of nature. On Thursday, current events will be spotlighted in *This Living World*. Literature, from the masters to the moderns, is subject of the Friday series, *Tales from Far and Near*.

MGM Campaign

MGM Loew's Inc., New York ("Lady on a Train") Sept. 12 started a concentrated campaign of spot announcements on following New York stations: WEAF WABC WOR WJZ WNEW WLIB WQXR WHN WMCA WINS. Campaign continued through Sept. 16. Agency is Donahue & Coe, New York.

Benton, Russell Report

NOMINATIONS of William Benton and Donald S. Russell to be Assistant Secretaries of State [BROADCASTING, Sept. 10] were submitted favorably to the Senate Thursday by the Committee on Foreign Relations. Mr. Benton, former partner in Benton & Bowles advertising agency, is now U. of Chicago vice-president. Mr. Russell, part owner of WSPA Spartanburg, S. C., served as an assistant to Judge Byrnes when he was Director of War Mobilization.

No. 305

STOP WATCHES
Now Available
FROM STOCK
GALLET • GALCO • SECURITY TIMERS
Send for catalog showing complete line suitable for radio work
No Priority Necessary
M. J. STILLMAN CO., INC.
Established 1914
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1945

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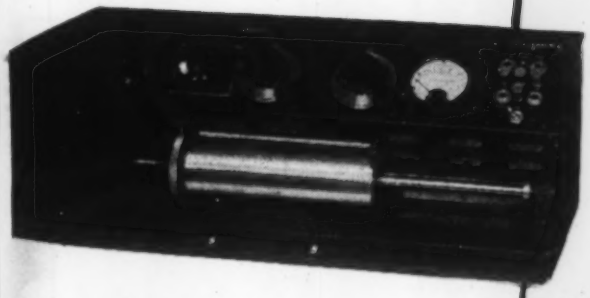
Times Telephoto's long experience in this new and revolutionary field of communications, its leadership in design and practical application, will be invaluable to the postwar user. These facsimile sets are used for sending and receiving written and printed matter, photographs and maps. They are standard equipment of the U. S. Signal Corps, Army Air Forces, Navy, the Office of War Information and some commercial companies and foreign governments.

When all military needs have been met, Times Telephoto Equipment Inc. will be ready to supply facsimile communications equipment especially designed to meet your particular requirements. Write today for your copy of the booklet, "Elements of Facsimile Communications."



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A. *Fact.* 7 days out of 10 within 1 second of being right.

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LAWRENCE, MASS.

gives the best coverage for Industrial New England. Daytime listeners, 1,902,-591.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:
WEED & CO.

Truman

(*Continued from page 18*)

version of the news, Mon., Wed., Fri., 11:15-11:30 a.m.

Among features scheduled are *Your Opinion*, U. of Denver program from KMYR Sunday afternoon; Ray Schmidt sports show from WTMV, weekly becoming daily later on; *Music From Beyond the Blue Horizon*, across the board, from San Francisco; U. of Minnesota football games. A news contract has been signed with United Press.

Opening broadcast was arranged by Ira Walsh, program director of WWDC.

Associated is selling dance band pickups to night spots at $200 per week, guaranteeing one quarter-hour out of three on the full network. The plan is being well received, the network says, and several contracts have been signed.

Hooper

(*Continued from page 20*)

radio listening, the audience size reports obtained by the diary technique will be reported on the same coincidental base. That is, Mr. Hooper explained, if the coincidental telephone survey of a city gives a certain program a rating of 10—the program's average audience expressed in terms of total homes—and the diary rates it at 15 inside the city and 20 outside, the inside-outside ratio of 1 to 1 1/3 will be applied to the coincidental rating of 10 and the outside audience will be rated at 13.3.

Qualitative information on programs, of the type indicated in the five numbered points above, will be furnished on their original unadjusted base as secured from the diary reports, however. To avoid any confusion, Mr. Hooper said, the diary measurements will be reported in terms of "index" and not "rating" which will continue to mean a coincidental measurement.

Because each station area differs from all others in size and shape, all area listening reports will be tailor-made for the subscribing stations. However, Mr. Hooper explained, if three stations in a city cover the same seven counties and all subscribe to this service, then the cost of measuring those three counties will be split three ways. If two of the three also cover the same dozen additional counties, that measurement cost will be split two ways. Any station with unique additional coverage will of course pay the full bill for its measurement.

Other Service

Another new service for stations, designed for use in presenting applications to the FCC for increased power or improved frequencies and for use also in dealing with network management, is based on direct questioning of listeners and analysis of their receiving equipment. This technique will produce qualitative information on station and program service to the public and detailed information on interference, static and fading that make tuning in some stations difficult, Mr. Hooper said.

Preparations have been made to supply listening reports on FM and television programs, Mr. Hooper reported, stating that the inherent coverage limitations of these new forms of broadcasting call for "reporting by districts of individual cities in terms of the prescribed coverage areas or of neighborhoods of known concentration of FM or television set ownership." These reports will be made as soon as there is FM or TV set ownership in significant quantity in individual localities, he said, with these reports directly comparable to the station listening index reports now current on AM stations in 161 communities. Stations broadcasting network programs simultaneously by both AM and FM will receive continuous comparative records of listening by both means, he said.

All services of the new station service division will be furnished directly to the station or network subscribers for distribution as they wish, Mr. Hooper reported, adding that the question of "disclosure" is "of course subject to evolutionary change in the opinion of the broadcasters themselves." He reported that a poll of the 220 station subscribers to City Hooperatings Reports, just completed, on the subject of disclosure of those reports, showed 61.1% of those responding favoring direct distribution to advertisers and agencies; 25.2% neutral, and 13.7% opposing such distribution.

HOOPER DISAGREES

Declares Katz Article on Diary Technique Wrong

IN ANNOUNCING the inauguration of a new Hooper service based on the diary technique, C. E. Hooper took issue with an article by Eugene Katz, secretary, The Katz Agency, in the July 23 issue of BROADCASTING. Mr. Katz said: "It should be borne in mind that the diary technique produces higher sets-in-use figures than the coincidental telephone method. Higher diary sets-in-use figures are attributable to these factors: The diary includes small town and rural listening which is in greater volume than urban listening; the diary includes non-telephone as well as telephone homes."

"That statement does not hold," Mr. Hooper declared, stating that it is typical of the confusion that exists about the diary technique. There are three reasons, he said, why diary figures tend to be higher than coincidental figures:

1. The diary method measures total listening; the coincidental method measures average momentary listening. That is, a diary rating includes everyone who heard any part of a program while the coincidental rating includes only those who were listening at the time they were called.

2. Coincidental ratings are based on all homes, whether equipped with radios or not. Diaries are not placed in non-radio homes. Since the base figures for diary ratings is smaller, the ratings must inevitably be larger.

3. The mere presence of the diary hanging on the front of the receiver during the week that the family is recording its listening is an inducement to more than normal listening.

These, Mr. Hooper said, are the real factors that raise the figures obtained from the diary technique in comparison with coincidental figures, and not the addition of rural or non-telephone homes.

SORRY!

REQUESTS FOR 1945 BROADCASTING YEARBOOKS CONTINUE TO COME IN DESPITE THE FACT THAT THE SUPPLY HAS LONG SINCE BEEN EXHAUSTED. THE **NEW** 1946 YEARBOOK IS NOW IN PREPARATION WITH ADDED LISTINGS AND FEATURES TO MAKE IT EVEN MORE COMPLETE AND MORE USEFUL THAN EVER BEFORE.

1946 YEARBOOK NUMBER

RADIO'S DISTINGUISHED REFERENCE VOLUME

Specialized Programs
FOR A
LARGE GROUP OF
New Yorkers

NEW YORK'S
WLIB
1190 ON THE DIAL—CLEAR CHANNEL

XUM

NORTH CENTRAL BROADCASTING

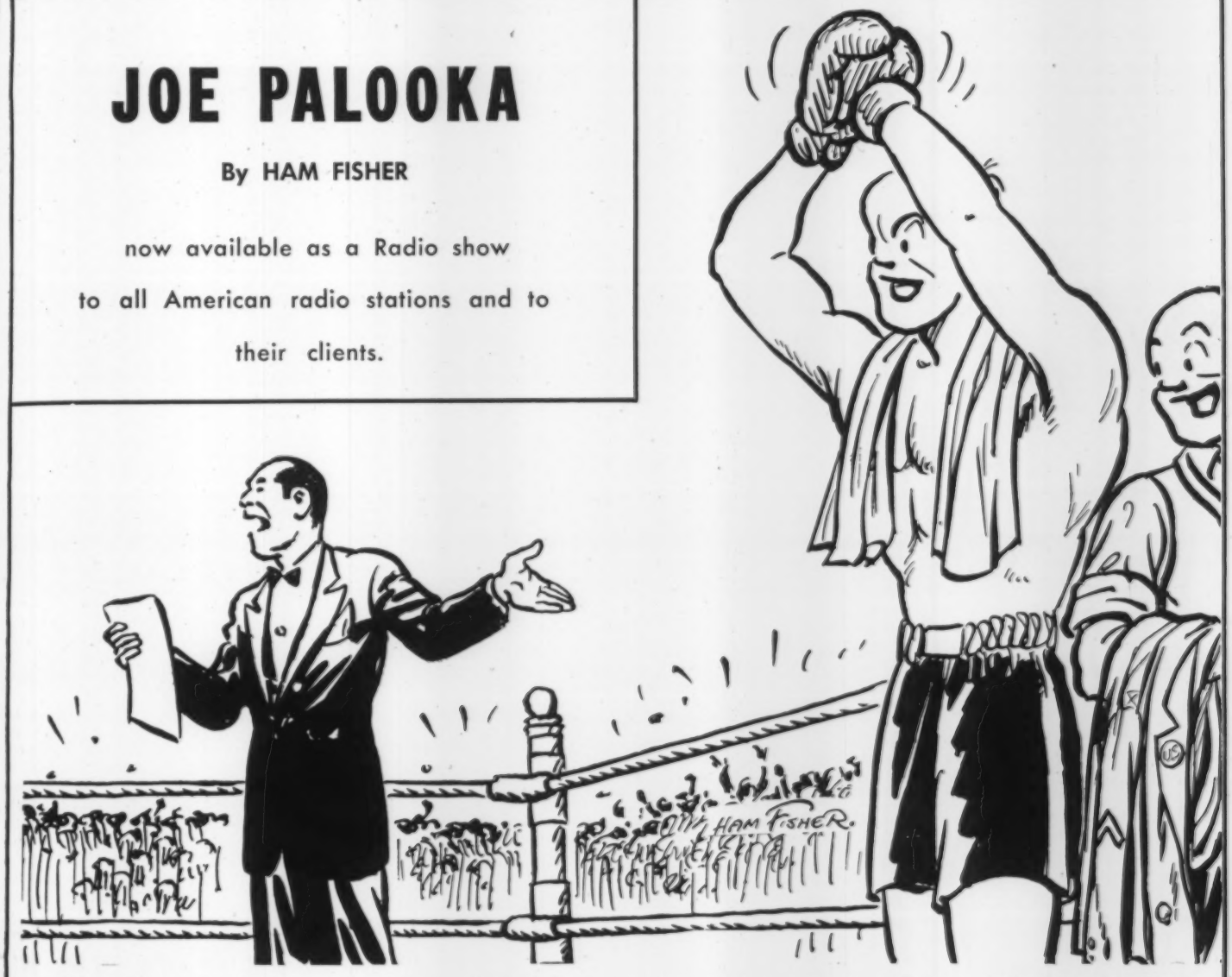
ANNOUNCES

THE CHAMPION OF THE WORLD

JOE PALOOKA

By HAM FISHER

now available as a Radio show to all American radio stations and to their clients.



YES, here's an air show you don't have to sell! Your clients will be eager to put Joe on the payroll, selling milk, bread, good-will—and almost every other commodity and service you can think of.

Joe will be a rating-lifter for your station and a sure-fire salesman for your sponsor . . . Every day, all over the United States more than 50,000,000 Americans . . . young and old . . . pick up a newspaper to read about Joe Palooka. They will be just as eager to hear Joe's voice, and the voices of those other grand real-to-life persons in Joe's circle of friends!

For audition records, options and details, wire, phone, or write . . .

NORTH CENTRAL BROADCASTING SYSTEM, INC.

360 NORTH MICHIGAN AVENUE STATE 0361 CHICAGO, ILLINOIS

Universal Broadcasting Company
announces

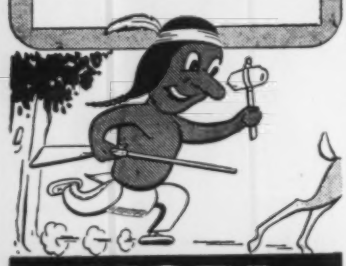
9

New Hollywood studios at 6757 Hollywood Blvd.
Connected with
Radio Station KPAS, Los Angeles
Radio Station KSFO, San Francisco

Universal Network

Universal Broadcasting Co., 6757 Hollywood Blvd., Los Angeles, Hollywood 8282, Mark Hopkins Hotel, San Francisco, Exbrook 4567

HUNTING FOR MORE BUSINESS IN IDAHO?



KSEI
POCATELLO · IDAHO

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

OWI

(*Continued from page 17*)

ceded formation of the Radio Bureau.

While this new Government-WAC function takes care of advertisers and their spreading of U. S. information messages in various media, it does not include the Station Announcement Plan and Special Assignments Plan. The Network Allocation and National Spot Allocation covered sponsor contributions on more than two stations.

OPA started its own station contact plan Sept. 12, pending adoption of some formula for all U. S. offices. Under this plan OPA sends three weekly announcements to NAB which runs the packet through its mailing list.

Chester Bowles, OPA Administrator, in a letter to station managers, asked their continued backing until a joint allocation service is working. With his letter were the first three OPA spots, with an anti-inflation appeal. He referred to the Announcement Plan as having proved "so successful during the war that many stations have suggested a similar system be used for the remaining time that radio support is necessary."

In the meantime, he pointed out, continued support is needed on anti-inflation messages. "Your use of these spot announcements," he wrote, "will be an invaluable aid in reminding the American people that the end of the war did not end the danger of inflation. In your position, I know you realize this. Likewise, you know the only way to get public cooperation is through public understanding. The part radio can play in achieving this is immeasurable. That's why your help is so vital and why I have no hesitation in asking you for it. I take this opportunity to thank you again for the aid you gave your country during the war. I know we can count on you now in the big job of readjusting to peace."

Temporary Unit

While the domestic activities of OWI are going through this temporary period of readjustment, the Overseas Branch operations are continuing as a temporary unit known as the Interim International Information Service under jurisdiction of the State Dept.

Actually, the whole overseas setup is marking time until Mr. Benton takes office and has a chance to study the matter and recommend future policy. This operation has conducted the international propaganda broadcasting activity, working through shortwave stations in this country and both shortwave and medium wave stations outside the U. S.

Action by the State Dept. is not expected for several weeks. Meanwhile, the U. S. international stations operated by private broadcasters are continuing their broadcasts to foreign countries. They are working under contracts subject to 90-day termination. Operations are at the same level as the war-end period. Eventually the stations will go back entirely into the hands of the private operators who have worked under OWI contracts for some years.

The shortwave stations are giving all possible cooperation to the State Dept. Prediction was made by one shortwave station operator that a partial subsidy for Government international information programs will be granted, just as a sponsor buys time on domestic facilities.

Another Overseas Branch activity, operation of stations outside the U. S., is continuing under State Dept. jurisdiction. This includes stations operated in Luxembourg, Algiers, Bari (Italy), Honolulu and Saipan. About completed were two 50 kw transmitters in the Philippines.

Business As Usual

Acting Director Ken Fry of the OWI's international shortwave radio operations at San Francisco said it probably will not be known for several weeks whether the West Coast OWI functions will continue until the end of the year. "We are conducting business as usual," he said.

"We are cutting operations to a peacetime level, dropping some of our facilities and some of the longer programs to areas where they are no longer needed. This has, of course, reflected in personnel cuts, too, although we have the problem of operating seven days a week on a 40-hour week basis. Also, resignations are coming in. In the last two weeks our personnel has dropped from 860 to about 700.

"Indications at the moment are that we will continue to operate, on a reduced scale, at least until the end of the year."

Dropped with the expiration of OWI was its distribution to U. S. agencies of reports covering the FCC's monitoring of foreign stations. These reports, bringing much valuable information gleaned from broadcasts of enemy countries, were distributed to Government agencies on a regular schedule.

Hyde to OWMR

ANTHONY HYDE, former director of information for the Committee for Economic Development, has been appointed deputy director for Information and Reports of the Office of War Mobilization and Reconversion. Mr. Hyde was with the OWI for a period, before which he was a copywriter with Lord & Thomas and Young & Rubicam, New York.

Paramount Spots

PARAMOUNT Pictures, Inc., New York ("Love Letters"), Aug. 19 started transcribed spot announcements and announcements by women commentators on New York stations in a campaign expected to continue through September. Agency is Buchanan & Co., New York.

Keep Confidence, Paul West Urges

IN ADDITION to advertising's number one job of moving merchandise from the factory to the consumer as inexpensively and in as large quantities as possible, the industry was urged last week to take on the second task "to maintain and increase the growing confidence of the American people in American industry," by Paul B. West, president of the Assn. of National Advertisers.

Speaking on Tuesday to the Pittsburgh Advertising Club, Mr. West declared that the people's confidence in industry will lead to faith in their own security. "This confidence—this faith—will have more to do with product sales than all the figures on pent-up demand and dammed-up savings," he stated.

He pointed out that industry today has "reasonably good standing with the public" and urged advertising men to keep on now helping "business to continue the same high order of statesmanship, the same concern for the public welfare which it demonstrated during the war.

"If industry should turn its back on national problems—if we become so busily obsessed with our competitive struggles that we have no time to demonstrate our interest in the public welfare, what then?" he asked. "Don't worry, there are plenty of other candidates for the leadership of public opinion. There's the plan being considered by the so-called commission on the freedom of the press for the establishment of a radio TVA by putting government into the business of operating a radio network to serve as a yardstick by which private radio could be judged.

"Here is the CIO issuing bulletins, pamphlets and its monthly economic outlook, showing that American industry made a profit of $24.9 billion during 1944—but not saying that this profit becomes $8.5 billion after taxes, of which only $4.3 billion was paid to stockholders, the rest being kept as a reserve for expansion or maintenance of employment and other proper purposes."

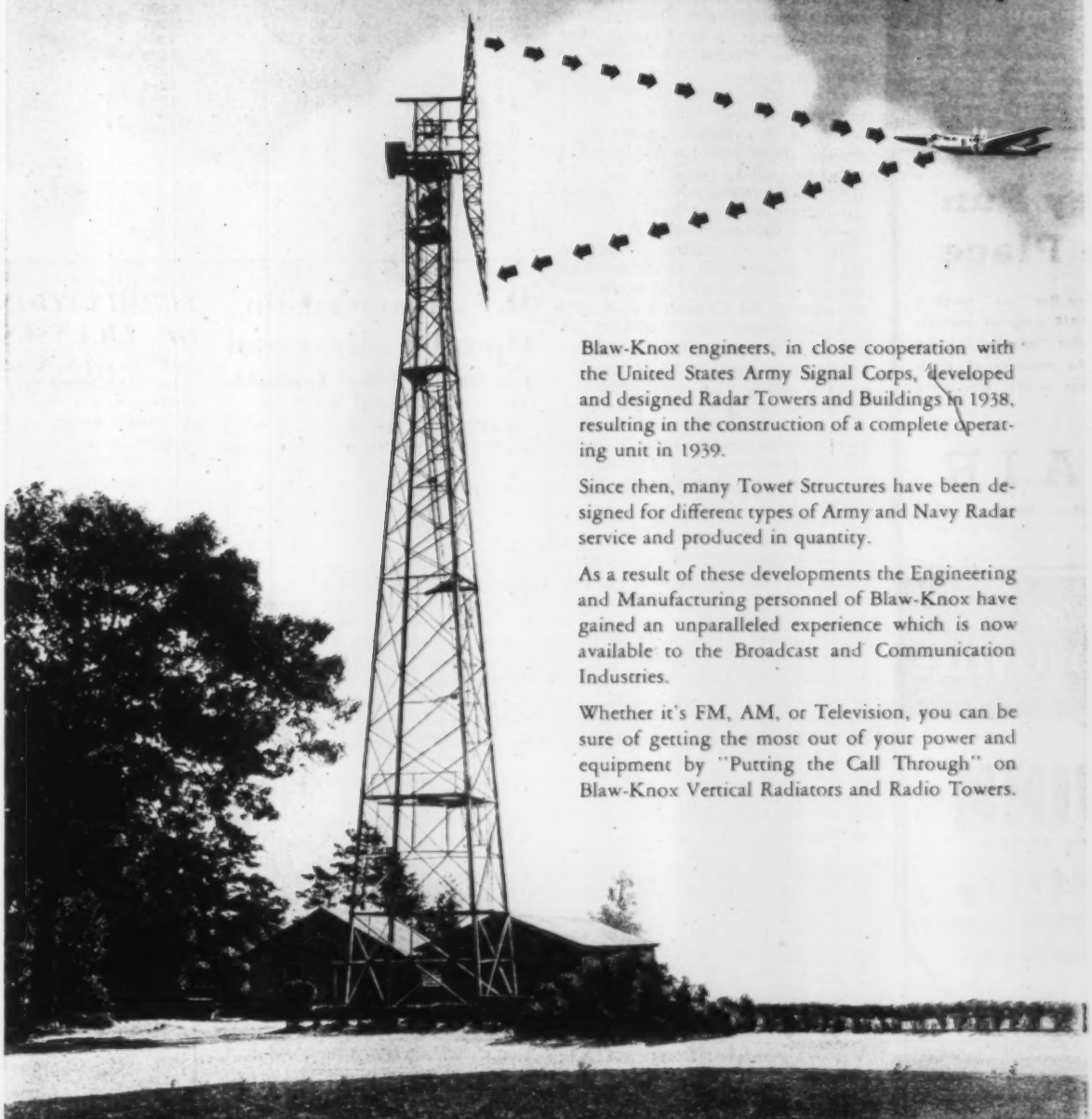
KOIN

It takes an informed community to do a community job.

PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

RADAR

is not new to the Blaw-Knox Company



Blaw-Knox engineers, in close cooperation with the United States Army Signal Corps, developed and designed Radar Towers and Buildings in 1938, resulting in the construction of a complete operating unit in 1939.

Since then, many Tower Structures have been designed for different types of Army and Navy Radar service and produced in quantity.

As a result of these developments the Engineering and Manufacturing personnel of Blaw-Knox have gained an unparalleled experience which is now available to the Broadcast and Communication Industries.

Whether it's FM, AM, or Television, you can be sure of getting the most out of your power and equipment by "Putting the Call Through" on Blaw-Knox Vertical Radiators and Radio Towers.

BLAW-KNOX BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building • Pittsburgh, Pa.

NEW YORK · CHICAGO · PHILADELPHIA · BIRMINGHAM · WASHINGTON · Representatives in Principal Cities

In Southern New England People are in the Habit of Listening to WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

They Run the Place

Listeners have the "say" when it comes to WAIR program policies. That's why this "peoples' " radio station is the stand-by of every age and class in this big-money market.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Sell More in LOUISVILLE with

WINN

BASIC STATION

AMERICAN BROADCASTING COMPANY

HARRY McTIGUE *General Manager*

★

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Kirby

(*Continued from page 10*)

any system on any continent.

American broadcasters for the first time as an official group had opportunity to look into the state-owned operations of European radio, and make comparisons. Two factors, fundamental to American broadcasting, were conspicuously absent: (1) lack of any competitive structure and (2) lack of individual incentive.

Too often there were examples to be found where listeners were given what somebody else thought they ought to want to hear rather than what they themselves desired to hear. And where American radio was available to European listeners, such Hoopers and Gallups as could be improvised, indicated a decided preference for the brand of program made possible by the American system of radio rather than the brand emanated by state-operated European radio.

It is not surprising, therefore, that resistance to the American System is to be found by some proponents of the European plan. But it is significant that top-flight talent groups accustomed to pre-war competitive market in stage and screen, desire the same incentive extended to post-war European radio when political stabilization has been achieved. This is something, of course, for the European statesmen and economists to determine.

I believe the broadcasters were impressed with the ability and efficiency of Army Radio Public Relations personnel on the Continent without which networks and stations could not have covered the war. Most of these came direct from radio to the Army. Many were developed by the Army itself. All will return home with maturity and resourcefulness; certain to enrich and strengthen the personnel level of American radio. With the committee, may I join the rest of the industry in welcoming them all home for the important and expanding job that lies ahead.

No report would be complete without a tribute to the spokesman for the group, Judge Justin Miller. In all situations he represented American radio with dignity and keen intelligence. The industry has found a great new leader.

Fred Guthrie Is Named Vice-President of RCAC

FRED P. GUTHRIE, veteran Washington manager of RCA Communications Inc., last week was elected assistant vice-president of RCAC with headquarters in Washington. Simultaneously, announcement was made by T. H. Mitchell, vice-president and general manager, that Maj. Donald C. Paine, recently released from the Army, has been named district manager as Mr. Guthrie's successor. Mr. Guthrie has been with RCA virtually since its formation a quarter-century ago.

APPENDIX

(*To FM Rules and Regulations on pages 28A, 28B, 28C, 28D*)

Table Showing Origin of Rules and Regulations Contained in Subpart B of Part 3 of Commission's Rules and Regulations

Rule No.	*Origin (Present Rules and Regulations)*	*Rule No.*	*Origin (Present Rules and Regulations)*
3.201	New	3.251	3.241
3.202	New	3.252	3.243
3.203	New	3.253	3.244
3.204	New	3.254	3.245
3.205	New	3.255	3.63
3 211	1.351 and 1.352	3.256	3.64
3.212	1.353	3.257	3.248
3 213	1.355	3.261	3.224 and 3.261
3 214	2.41	3.262	3.212
3.215	1.356	3.263	2.48
3.216	2.42 and 3.229	3.264	2.51 and 3.401
3.217	2.43 and 2.44	3.265	2.53, 3.402, 3.403
3.218	3.231	3.266	3.228
3 219	2.46	3.267	3.251
3 220	1.360 and 1.362	3.268	3.252
3.221	1.363	3.269	3.253
3.222	1.369 and 1.370	3.270	2.82
3.223	1.364	3.281	3.404
3.231	3.101	3.282	2.54 and 3.405
3 232	3.102	3.283	2.55
3.233	3.103	3.284	2.56
3.234	3.104	3.285	2.57
3.235	3.105	3.286	2.58
3.236	3.106	3.287	3.403
3.237	3.107	3.288	3.407
3.238	3.108	3.289	3.409
3.239	New	3.290	3.421—3.424
3.240	3 230	3.291	3.408

D. C. Broadcasting Opinion Reversed

Law Declared Not Applicable To Female Radio Workers

REVERSING its opinion of Aug. 11, 1944, on the District of Columbia Female Eight Hour Law, as it applied to women in D. C. radio stations, the Corporation Counsel has declared that "the broadcasting business, as distinguished from any mechanical devices it may employ, is entirely different from the telegraph or telephone business," and not subject to the law.

The decision may set a precedent for future similar action. The Counsel removed broadcasting stations from the classification of common carriers, and compared them to the theater or newspaper field.

"While telegraph and telephone companies are engaged in transmittal of messages, the broadcasting business is akin to a combination of newspaper work and theatrical work," the opinion read, "in that news is gathered and entertainment acts assembled for wide dissemination."

Original opinion of Aug. 11, 1944, with reference to the case of the Capital Broadcasting Co. (WWDC), held that the D. C. law was applicable to women working in D. C. stations. Had the opinion been upheld, it would have resulted in tremendous cost and inconvenience to the six stations in Washington — WRC, WTOP, WMAL, WOL, WINX and WWDC. All employ a number of women in various capacities with many of the positions requiring unusual hours.

KBTM Stock Shift

CONSENT was granted by FCC last week to shift of 49% interest in KBTM Jonesboro, Ark., from Jay P. Beard, sole owner, to his wife Veda F. Beard as a gift. No money is involved.

TERMINATION DATES OF LICENSES FIXED

ORDER 110-A, fixing termination dates of licenses for international broadcast stations extended Dec. 30, 1942 under Order 110, was adopted by the FCC last week. Under new order, license term will end either April 1, 1946 or on first day operation of station ceases to be controlled by OWI, OIAA or other agency, whichever is earlier.

Order also suspended until further order the relative portion of Sec. 4.3 of FCC Rules & Regulations which set normal license term of one year for international stations.

Eckstein to Hallicrafters

PAUL H. ECKSTEIN, former assistant sales manager of the radio receiver division of Westinghouse Electric & Mfg. Co., has been appointed sales manager of the Echophone division of Hallicrafters Co., division handling the output of home radio receivers. Previously, Mr. Eckstein was with Grigsby-Grunow and General Electric.

THERE'S ONLY **1** TRIBOROUGH BRIDGE *but* WHN REACHES **2** NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—Loew's Affiliate

THE BIRD WITH THE 16-MILE TAIL

The wire you see with the parachute on the end of it is a telephone wire, being payed out from a C-47 cargo plane.

Bell Telephone Laboratories, working with the Air Technical Service Command of the Army Air Forces, developed this idea. It will save precious lives and time on the battlefield.

A soldier throws out a parachute with the wire and a weight attached. The weight drops the line to the target area. From then on, through a tube thrust out the doorway of the plane, the wire thrums out steadily — sixteen miles of it can be laid in 6 2/3 minutes. Isolated patrols can be linked quickly with headquarters. Jungles and mountain ranges no longer need be obstacles to communication.

This is in sharp contrast to the old, dangerous way. The laying of wire through swamps and over mountains often meant the transporting of coils on the backs of men crawling through jungle vegetation, and in the line of sniper fire. It is reported that in one sector of the Asiatic theater alone, 41 men were killed or wounded in a single wire-laying mission.

Bell Telephone Laboratories is handling more than 1200 development projects for the Army and the Navy. When the war is over, the Laboratories goes back to its regular job — helping the Bell System bring you the finest telephone service in the world.

BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for the Armed Forces at war and for continued improvements and economies in telephone service.

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WNAX
YANKTON – SIOUX CITY
MIDWEST FARMERS BUY WNAX ADVERTISED PRODUCTS

The PACIFIC NORTHWEST means KIRO
SEATTLE TACOMA
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

630 KC.
KXOK
ST. LOUIS
AMERICAN BROADCASTING COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

ACTIONS OF THE FCC

SEPTEMBER 7 TO SEPTEMER 14

Decisions . . .

ACTIONS BY COMMISSION

SEPTEMBER 12

KBTM Jonesboro, Ark.—Granted vol. assgn. license from Jay P. Beard tr/as Regional Broadcasting Co. to Jay P. Beard and Veda F. Beard d/b Regional Broadcasting Co.

WPIC Sharon, Pa.—Denied special service authorization operate 100 w or 250 w 6 a.m. EST to local sunrise for period ending 5-1-46.

KENO Las Vegas, Nev.—Granted license renewal for period ending 8-1-47.

WMIN St. Paul—Same.

WHOT South Bend, Ind.—Granted license renewal for period ending 8-1-48.

WBRW Welch, W. Va.—Granted license renewal for period ending 2-1-47.

WING Dayton, O.—Present license further extended on temp. basis only for period ending 11-15-45.

SEPTEMBER 13

WSOO Sault Ste. Marie, Mich.—Adopted opinion and order granting with reservations license renewal for period ending 6-1-46.

WKBW WGR Buffalo—Proposed findings of fact and conclusion to license stations on temp. basis for three months pending disposition of either station; conditions.

ADMINISTRATIVE BOARD ACTIONS

SEPTEMBER 10

William B. Still tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y.—Granted mod. CP exp. TV station change frequency from old Channel 13 (230-236 mc) to new Channel 13 (210-216 mc).

ACTIONS ON MOTIONS

SEPTEMBER 7

O. E. Richardson, R. W. Widdell and S. G. Strasburg d/b The Voice of Marion, Marion, Ind.—Commission on own motion continued hearing on application for CP new station from 9-12-45 to 10-18-45.

C. M. Zinn and G. Leslie Golliday d/b Martinsburg Broadcasting Co., Martinsburg, W. Va.—Commission on own motion continued consolidated hearing set 9-13-45 on applications of Martinsburg Broadcasting Co. and Berkeley Broadcasting Co. to 10-19-45.

Richard Field Lewis Jr. and Grant Pollock d/b Berkeley Broadcasting Co., Martinsburg, W. Va.—Same re preceding.

Fred O. Grimwood, Bloomington, Ind.—Granted motion for continuance hearing set 9-10-45 on application for CP and continued to 10-17-45.

WHBU Anderson, Ind.—Granted petition for leave to intervene in hearing on application for The Voice of Marion, Marion, Ind. Action taken 9-6-45.

SEPTEMBER 12

WLOL Minneapolis—Granted motion to dismiss without prejudice application for CP increase power.

KHQ KGA Spokane—Granted petition for continuance license renewal hearing set 9-20-45; continued to 10-22-45.

WCAU Philadelphia—Granted petition for leave to amend application for CP new commercial TV station to request Channel 6 instead of Channel 5.

WCOP Boston—Granted petition to dismiss without prejudice application for CP increase power.

Tentative Calendar . . .

SEPTEMBER 17

Further Hearing

KID Idaho Falls, Ida.—Vol. assgn. license; KID Broadcasting Co., assignor; Idaho Falls Radio Corp., assignee.

SEPTEMBER 19

WINS New York—Vol. assign. license and CP; Hearst Radio, assignor; The Crosley Corp., assignee.

Applications . . .

SEPTEMBER 7

NEW-1240 kc Harold Thomas, Waterbury, Conn.—CP new standard station 250 w unl. To be considered with WATR application.

1320 kc WATR Waterbury, Conn.—CP increase 1 kw to 5 kw, move trans. to Agawam, Mass., and studio to Springfield, Mass. To be considered with Harold Thomas application.

NEW-66-72 mc National Broadcasting Co., Washington—CP new exp. TV station, Channel 4, special emission for FM (resubmitted).

NEW-1400 kc News Pub. Co., Charlotte, N. C.—CP new standard station 250 w unl.

930 kc WRRF Washington, N. C.—CP increase 1 kw to 5 kw.

1240 kc KGHI Little Rock, Ark.—CP change 1230 kc to 1240 kc.

NEW-1450 kc Rupert W. Bradford and Harry F. Pihl d/b Bradford & Pihl, Bemidji, Minn.—CP new standard station 250 w unl.

1480 kc KGLU Safford, Ariz.—CP change 1450 kc to 1480 kc, increase 250 w to 1 kw.

NEW 92.1-103.9 mc Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall d/b Utah Broadcasting & Television Co., Salt Lake City—CP new developmental station, 100 w and special emission for FM.

SEPTEMBER 13

620 kc WCAX Burlington, Vt.—CP increase 1 kw to 5 kw.

930 kc WSLI Jackson, Miss.—CP change 1450 kc to 930 kc, increase 250 w to 15 kw.

KTHS Hot Springs, Ark.—CP increase 1 kw N 10 kw D to 25 kw N 50 kw D and move trans. to near Marion, Ark., and studio to Memphis, Tenn., amended to change requested studio location to West Memphis, Ark.

NEW-100.5 mc WRRF Washington, N. C.—CP new FM station, 9,620 sq. mi., $32,500 est. cost.

770 kc KOB Albuquerque, N. M.—Extension special service authorization 770 kc 25 kw N 50 kw D unl.

NEW-WISR Butler, Pa.—CP new FM station, 8,000 sq. mi., $21,500 est. cost.

WEGO Concord, N. C.—Dismissed at request of applicant CP change 1410 kc to 1200 kc.

Wayne M. Nelson, Charlotte, N. C.—Dismissed at request of applicant CP new station 1400 kc 250 w unl.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements – at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The Robert L. Kaufman Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
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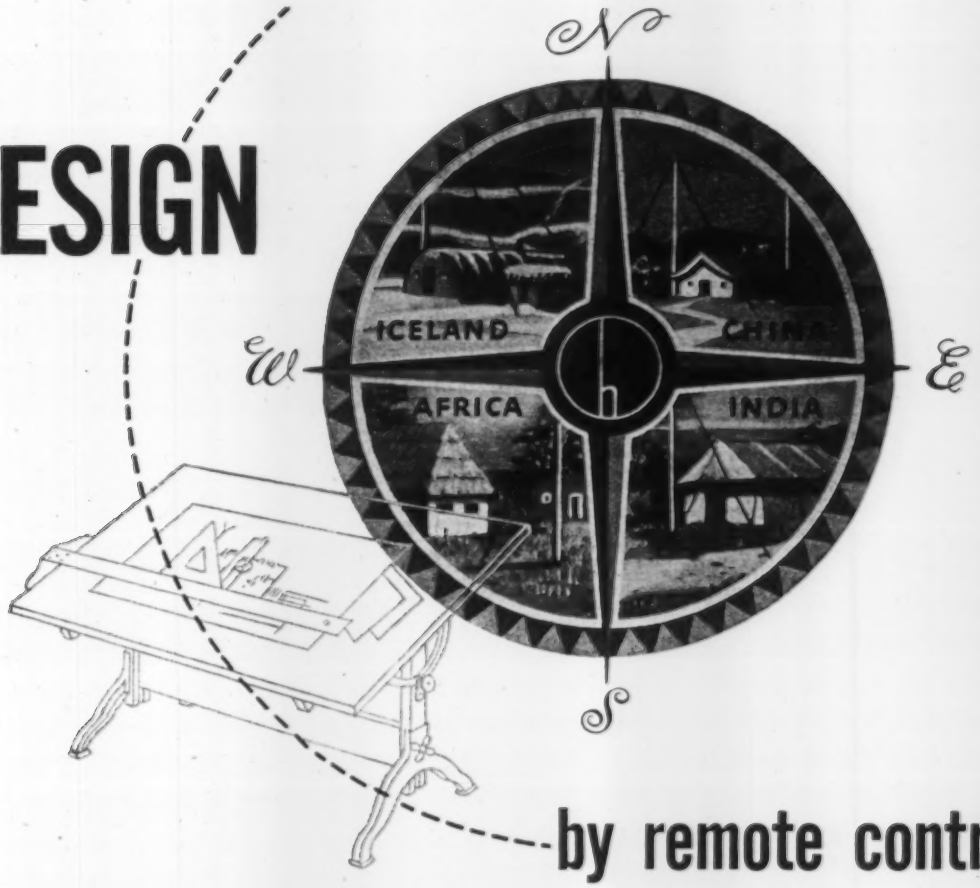

by remote control

The design of radio equipment that will come from Hallicrafters is already shaping up—determined largely by thousands of hams who, from their remote control locations all over the world, are sending advice and suggestions on new radio ideas to Hallicrafters engineering department.

Thousands and thousands of Hallicrafters pieces of high frequency radio equipment are in use in the armed services. In a high percentage of cases this equipment is used by operators with practical amateur experience. From these qualified experts Hallicrafters has received hundreds of letters telling how Hallicrafters-built equipment stands up under the most vicious battle conditions. Hallicrafters receives regularly many valuable suggestions from hams in the field and at home. From this rich deposit of "design by remote control" will emerge Hallicrafters new line—built to meet ham requirements, designed for the world's most exacting users—the radio amateurs.

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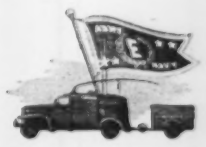

BUY A WAR BOND TODAY!

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THE HALLICRAFTERS CO., WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT, CHICAGO 16, U. S. A.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Excellent opportunity offered to 1st class engineer by 250 watt Indiana network station. Permanent position, starting at $45.00 per week. Box 43, BROADCASTING.

Announcer for 1 kw, NBC affiliate, western station, permanent position, good working relationships. Box 87, BROADCASTING.

Experienced announcers and copy writers for new local southern station opening soon. Send transcription, photo, and full details first letter. Box 122, BROADCASTING.

Announcer—Capable handling various responsibilities 250 watt network station in attractive midwestern city. State all including salary requirements. Box 138, BROADCASTING.

Operator—First class for 250 watt midwestern station. Permanent job for right man. Box 139, BROADCASTING.

Topnotch announcer—$60.00 base 40 hours. Send complete details, copy of references, transcription immediately. Box 152, BROADCASTING.

Progressive Texas independent wants high-class all-around man. Must be capable of doing sports, news and ad lib. Handle some commercial accounts and write continuity. Top salary. Address Box 166, BROADCASTING.

The experienced sales manager for a growing Regional network. Agency and general radio experience necessary. Excellent opportunity for hard worker. Salary and commission. Send full details, references and photo. Replies confidential. Box 167, BROADCASTING.

Expanding radio station group needs practical, experienced commercial manager; program director (man or woman); production manager; announcers. Excellent promotion opportunities with progressive organization. Give complete background first letter; starting salary expected; enclose photo. Director of personnel, care Station WBOC, Salisbury, Maryland.

Two combination announcer-engineers needed with first-class license, pleasing voice, for 48-hour week at $55.00 per week. WCRS, NBC affiliate at Greenwood, S. C.

The Columbia Broadcasting System, Inc., has permanent positions open in the General Engineering Department (in New York City) for the following graduate engineers: Audio Frequency Engineer who has creative ability and who is capable of designing broadcasting studio and program-distribution systems and equipment that is suitable for meeting the complex needs of network key-station operations and which, in addition, reflect advanced thinking and original ideas. Acoustical Engineer, primarily in the field of architectural acoustics, who is qualified to determine the acoustical properties of broadcasting and recording studios and to develop new methods and equipment for the measurement of these characteristics. A working knowledge of the acoustical problems associated with microphones and loudspeakers is also desirable. Recording engineer who is well versed in the theoretical and practical aspects of the electrical, mechanical and electromechanical problems of disc and magnetic recording and who is capable of designing, measuring and adjusting recording and reproducing systems, including the synthesis of the equalizer and filter networks associated with such equipment. Applications and request for interviews should be made in writing to W. B. Lodge, Director of Engineering, Columbia Broadcasting System, Inc., 485 Madison Avenue, New York 22, N. Y.

Announcers—Two immediate openings at 5 kw CBS affiliate. Permanent positions for right men. Send details about yourself to Merritt Milligan, Prog. Dir., KGLO, Mason City, Iowa.

Wanted—Licensed engineer for WJEF, Grand Rapids. Write Chief Engineer, WKZO, Kalamazoo.

Help Wanted (Cont'd)

Announcer-continuity writer wanted for 250 watt independent. Single preferred. $40.00 for 40 hours. Low living costs. James McGowan, WLOG, Logan, W. Va.

Wanted—First class radiotelephone operator who knows transmitters and associated equipment. Good maintenance man. Provide radio background, references and snapshot. KSEI, Pocatello, Idaho.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Experienced announcer wanted with third class ticket. Must be capable copywriter and have car. Submit photo and complete radio background with references. Progressive station with plans. KSEI, Pocatello, Idaho.

Time salesman-writer for exclusive 250 watt radio locality. Drawing account $40.00 per week with opportunity for aggressive man to make more. Permanent. Excellent opportunity for right man. Box 168, BROADCASTING.

Both staff announcer and salesman for permanent well-paying positions with progressive Rocky Mountain NBC affiliate in town of 15,000 stable population. Best of fishing and hunting. Everything but metropolitanism and high cost of living; send photo, references. If announcer, send transcription with application. Box 169, BROADCASTING.

Wanted—Woman script writer-broadcaster to fill radio advertising post with department store. Commercial script experience necessary. Starting salary about $250.00 month. Excellent opportunity for career woman. All details first letter. Box 170, BROADCASTING.

Wanted—Over-all manager for three stations; must be college man thoroughly experienced in all branches of radio. Must have had several years' actual management of radio station; preferably east. This is an unusual opportunity for top man. Give full details and references in original letter. Information in confidence. Box 171, BROADCASTING.

Radio news writer. Night shift position open now on 50 kw midwestern station. Five day week. Write, wire. Box 172, BROADCASTING.

Help Wanted (Cont'd)

WGCM, Gulfport, Mississippi, has opening for transmitter operator. Permanent.

Sales manager—250 watt network station midwestern market, 90,000, planning expansion program. Permanent position. Excellent opportunity. Send complete review education, experience, together with picture and estimate income requirements. Box 173, BROADCASTING.

Situations Wanted

Experienced football announcer available from Chicago for Saturday and Sunday schedule. Box 53, BROADCASTING.

Chief engineer—Available September 8, 17 years' experience, references. Box 125, BROADCASTING.

Three people seeking a change. Man, 47 years old, holding first class license, now employed as chief engineer and manager. Wife, third class license, now employed as announcer and engineer and young man, 24 years old, single, draft exempted, now employed as program director and news analyst. Give starting salaries and full details in first letter. Box 135, BROADCASTING.

Army officer, now overseas, expecting discharge about October first wishes to make connection with midwest local or regional station in sales or managerial capacity. In radio from 1936 to '42, has served in all departments except engineering. References from all past employers and associates. Superior Army record. Family of three. Prefer station catering to industrial or agricultural market but not absolute necessity. Chance for advancement and station's future more important than starting salary or position. Available for interview if interested. Box 142, BROADCASTING.

Discharged veteran with ability and good ideas available as station manager or commercial manager. Will consider sales position with progressive station in good market or network. For full details, wire or write. Box 146, BROADCASTING.

Announcer—Some experience, recently discharged from service. Box 147, BROADCASTING.

Wanted—Position writing radio scripts, commercials, features or dramatics, preferably in 50 kw station. Have university degree in journalism, and have had five months' radio experience. Box 148, BROADCASTING.

Radio position in or near New York City. Experience as program director, copy writer, announcer-engineer. Third class ticket, television training. College graduate, female, 22. Box 149, BROADCASTING.

Situations Wanted (Cont'd)

Radio man, 32. Five years' experience; desires position with future good earnings. Not looking for just a job. Want a good position. Employed now as major network announcer. Announcing experience includes news, commercial transcriptions, m.c. acting, Play-by-play sports. Also continuity editor, assistant program director. Fine references, college. Offer hard work for opportunity. Box 151, BROADCASTING.

Young man—BA, MA degrees, radio workshop graduate, interested in writing and production. Eager, able and enterprising. Anywhere in U. S. A. Box 153, BROADCASTING.

Announcer-salesman. Age 30, seven years' experience. College background. Extensive newscasting-editing experience. Available reasonably short notice, anywhere in U. S. Salary requirements compatible cost-of-living your locality. Write fully Box 154, BROADCASTING.

Engineer—First telephone license. Fifteen years' experience all angles broadcasting, desires permanent connection progressive station. Best references. All correspondence answered. Box 155, BROADCASTING.

Investing in FM? I can design, build, manage your station M.S. (E.E.), 5 years' outstanding experience design, development FM transmitters, receivers, audio systems, high power. Also, studio design, programming, management, publicity. Box 156, BROADCASTING.

I would like to be on a small station. I am a young woman with university training in copywriting and announcing. Can you use me? Box 157, BROADCASTING.

Two major network commercial announcers. Twelve years' combined experience covers virtually every phase broadcast industry. Have exhausted opportunities present location. Desire continued agency or network positions. Available for fall packages. Box 158, BROADCASTING.

Does your programming need a good shot in the arm? Program director with eight years' experience in announcing, acting, writing, production, and engineering available. Sober, married, industrious. Box 160, BROADCASTING.

Platter jockey with plenty of oomph now available. Not just another record spinner, but a real personality who can build listeners. Proven results. Box 161, BROADCASTING.

Program director—Desires new station with opportunity for advancement. Minimum announcing schedule. Good references. Box 162, BROADCASTING.

Newscaster—Now employed. Seven years' radio experience. Box 163, BROADCASTING.

Announcer, commentator, writer. Young woman, college graduate. Now employed; director of broadcasting and entertainment activities for large industrial plant; public relations. Previously with network stations, wishes position with radio station or advertising agency. Excellent references. Box 164, BROADCASTING.

Announcer-producer currently with major network seeks permanent position. Seven years' thorough experience news, disc jockey, commercials. Reliable, versatile, cooperative. $325.00 monthly. Wire Box 165, BROADCASTING.

Young veteran—Wants staff announcing job with progressive station. Good voice, versatile. Experience in announcing, writing, acting, directing, Blue Network, Hollywood, Max Reinhardt, Andre Charlot. Audition record on request. Married. Jack Richesin, Hotel Chicagoan, Room 896, Chicago 90, Illinois.

● Opening for two first class male announcers, experienced in handling commercials, news and control board operation. Salary and talent fee. Must be sober in habits. Also, opening for person qualifying as chief announcer, good opportunity for person showing the initiative, alertness, willingness and ability to get along smoothly with fellow workers.

Apply if you meet these requirements and ready to settle down as positions offered are permanent, reply to

RADIO STATION WOPI

Bristol, Tenn.

W. A. Wilson, Pres. & Gen. Mgr.

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CHICAGO 4, ILL.: 228 S. Wabash Avenue

XUM

Situations Wanted (Cont'd)

Veteran 5 years, familiar latest engineering, desires position progressive station. All licenses, broadcast experience, code speed-45, studio announcing, capable designer for technical improvements. Desire 100-10,000 watter. Married, 25. John B. Broughton, Jr., Aviation Chief Radioman, USNR, 1420 Southgate, Armada 1, Corpus Christi, Texas.

Production man. Returned veteran. New York area preferred. 3 years' experience all phases radio broadcasting. Neil S. Robinson, 4 River Terrace, Stamford, Conn.

First-class operator (Army 1st Lt.) to be discharged Oct. 15th desires operating work in southern New England or N. Y. C. station. Two years' broadcasting background, no operating. Lt. G. C. Wetmore, A.C., P. O. Box 42, No. Truro, Mass.

Marine officer, married, college graduate, first-class license, desires position in western station. Experience includes five years in engineering, electronics, announcing and copy writing. Being released in two months. Capt. H. C. O'Donnell, USMCR, Signal Battalion, Camp Lejeune, N. C.

Available Nov. 1. Navy veteran, 29, married. Last five years radio. Writing, production, programming, publicity. Three years' newspaper experience. One year selling. College graduate. Excellent references. Lt. J. H. Sierer, USNR, 911 Graydon Ave., Apt. A-3, Norfolk 7, Va.

Available soon as station manager or assistant. Qualifications for other executive positions. Announcing, script-writing, public relations experience. University graduate, 4 years' Army communication assignments. Age 26. Major Milton Frank, Jr., 3740 Fillmore St., San Francisco, California.

Veteran, to be honorably discharged shortly, desires chief engineer job. Preferably middle or far west. Ham since 1932. Army background included supervision of war dept. stations; most phases radio engineering. First phone and second telegraph tickets. Write Chas. W. Clemens, 600 Bashford Lane, Alexandria, Va.

Ex-Merchant Marine, single, 26, FCC first class phone and telegraph licenses. Experience: News and script writing, some announcing. College graduate. Gerson Goodman, 1930 80th St., Brooklyn, N. Y.

Announcer—27, married, three years experience CBS affiliate. Turntable and control board. Prefer college town or city. Transcription on request. John Allott, 219 N. Kostner, Chicago, Ill.

Engineer—Phone 1st, telegraph 2d; married. Box 174, BROADCASTING.

Announcer—Recent college graduate with good radio background desires position in small station anywhere. Can also sing and act. Box 175, BROADCASTING.

Veteran—Seeks connection announcer, program manager or television production any capacity. Excellent background with AFRS and radio stations. References. Contact John Davis, 2723 Clifton Ave., Cincinnati, O.

Veteran associated AFRS with excellent commercial radio background, seeks position as staff announcer or video connection. Good references. Communicate, Robert G. Clayton, 910 Webster Ave., Chicago 14.

Look-E-Here! Honorably discharged. Three years' announcing experience. Commercials, newscasting, comedy. Two years with N. Y. station. Have references. Hold third class, expect first soon. Work anywhere for suitable salary Morris Sheeler, 373 S. 2d St., Brooklyn 11, N. Y.

Announcer—Naval veteran. Wishes start in radio. Service background includes announcing Navy shows. Personality, ability, good voice. Prefer Florida. Ted La-Grosse, 7128 Hollywood Blvd., Hollywood, Calif.

Chief engineer—4 years radio, one year chief. Experienced 250 to 5000 watt stations. All tickets. Midwest preferred. Will accept position other than chief. Box 181, BROADCASTING.

Veteran, 40, top saleman, promotion and contact man with sound ideas. Knowledge of entertainment field. Seeks position with radio station, advertising agency or transcription firm. Staff Sgt. E. D. Harris, USMC, 1257 North Alexandria Ave., Los Angeles, California.

Situations Wanted (Cont'd)

Network announcer desires permanent job as combination program director-announcer. Box 177, BROADCASTING.

Attention, new stations—Two announcers, experienced in news, musical programs, live shows, interviews, sports and special events are available. In return for a good deal, we offer versatility and dependability. What is your offer? Box 178, BROADCASTING.

Radio time sales—Navy lieutenant, age 29, eager to commence time sales career for progressive network, station, or radio agency. Grounded in advertising procedure, 2 years agency account solicitation success. Family man, an energetic, personable, high calibre representative with college degree. Available November 1. Lt. Frank C. Eaton, Dartmouth College, Dept. of Naval Science and Tactics, Hanover, N. H.

Chief engineer—Full responsibility personnel, AM-FM-TV equipment. Results, not alibis. 11 years. Graduate. Not cheap, but good. Box 179, BROADCASTING.

Announcer—24, married, college degree, three years experience. Can write, direct and produce. Wants job as chief announcer or program director in busy New England station.

Wanted to Buy

Responsible individual interested in buying working interest in small radio station in east, southeastern state. Can offer fine references. Replies strictly confidential. Box 159, BROADCASTING.

Executive will buy interest or full stock in local or regional station. Replies treated confidentially. Box 176, BROADCASTING.

For Sale

For sale—SX-25 Hallicrafter receivers with tubes and like new were aligned for precision tuning, used only short while, contract termination releases them to first callers at $79.50 each. Some 60 cycle 110 volt, others 25 to 60 cycle 90 to 250 volts. Specify voltage and frequency. Dazor Floating Arm 2 tube desk lights perfect condition including two tubes. Cat. No. P-2434-16. Retail price $19.75 plus taxes. Will close out for $10.50 each Milliamp Meters Marian, Triplett and Simpson O to 1 3" Square. Price $3.00 each; also DeJur Model 422 O to 1, 4" Rectangular with scale to 100. Price $7.50 each. Many other items available as comparison oscillators, Sipp-Eastwood individual lapping machine, Atlas drill presses, Bond Bell Lab. conoscopes, Federal Dial Gauges, Comparitol gauges, vacuum tubes, Atlas diamond blade saws, dynamotors and counters. Hatcher & Fisk Mfgrs., 125 Kansas Avenue, Topeka, Kansas.

For sale—New 250 watt transmitter. Price $1750. Box 55, BROADCASTING.

Transmitter 250 watt AM Temco converted news, meets FCC specifications. In original containers for immediate delivery. $2,200.00 cash, f. o. b. Write E. Lewis, Room 506, 250 Park Ave., New York City.

250 watt tranmitter, complete with one set spare tubes. FCC approved. It is the equipment formerly used by WJW, Akron. First check or money order for $1250.00 will buy it. Pacific Coast Amusement Co., Oakland, California.

For sale—New Hemco 250GC converted transmitter. Complete filing data for FCC requirements. Never been used; still in original crating. Price cash FOB. Marshall, Texas, $3,000.00. KVOM, Inc., P. O. Box 793, Marshall, Texas.

Sell—Two new Amertype Recordgraph Recorders, each with accessories, 50 rolls film, $750.00 each; new Ballantine 300A VTVM, 220 decade amplifier, 402A multiplier, $350.00; Box 150, BROADCASTING.

For sale—One custom built composite console in good condition. Has 8 mike channels, remote and network switches audition and in beautiful veneer cabinet. Make offer. Radio Station, WHNC, Henderson, N. C.

For sale—1 Temco 250 G. S. C. transmitter. In original crate. $1,400 F.O.B. Temco Plant, N. Y. Call or wire J. L. Plummer, Rittenhouse 3658, Philadelphia, Pennsylvania.

Miscellaneous

Announcer's, writer's, emcee's Comedy Material. Catalog free. Box 29, BROADCASTING.

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Qualified Radio Engineers
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RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C.

At Deadline...

AMERICAN BUYS TIME ON WABD FOR TV TESTS

AMERICAN BROADCASTING Co., has contracted with WABD New York, DuMont video station, for 26 half-hours, Tuesdays and Thursdays, in which American's television staff will produce video programs experimentally in anticipation of the day when it will have its own TV operations. Cost is $625 for each half-hour, including a three-hour rehearsal period. Series starts Oct. 2 and concludes Dec. 27.

American is first broadcaster who presented programs on station without charge to accept the new commercial terms. WOR and WNEW New York have given no indication of intentions. American deal with WABD includes cooperative arrangement whereby the network's camera crews can film special events or news programs, which station uses, without charge for time. The *Esquire* all-star boys baseball game and the Atantic City Miss America contest were the first examples of this cooperative news telecasting. American video productions are under direction of Paul Mowrey.

WAR FUND SEEKS AID

NAB has supported plea of National War Fund, OWI approved agency, for continuation of radio aid during annual drive Sept. 17-Oct. 22. Jesse Butcher is radio director of fund, which comes under War Advertising Council allocation setup (page 17).

NRDGA CONVENTION

NATIONAL RETAIL Dry Goods Assn. will hold its annual Convention during the week of Jan. 7, 1946, at the Hotel Pennsylvania, N. Y.

FCC CORRECTION

IN RELEASING its FM Rules & Regulations last week (see supplement in this issue), the FCC omitted three paragraphs from Section 3.287, governing station identification. The supplement already had been printed when FCC discovered the omission. Paragraphs follow:

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraphs (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

'MR. D. A.' MOST POPULAR IN HOOPER SEPT. 15 REPORT

MOST POPULAR program first week in September among network commercials was *Mr. District Attorney* with a rating of 16.8, according to the Sept. 15 report of C. E. Hooper Inc. on evening network commercial programs. Other top rating programs in descending order were Walter Winchell, 16.1; *Radio Theater*, 15.0; Charlie McCarthy, 13.8; *Take It Or Leave It*, 13.2; *Your Hit Parade*, 13.1; *Screen Guild Players*, 12.3; Lowell Thomas, 11.9; *Man Called X*, 11.4; Victor Borge, 11.1; *People Are Funny*, 11.0; *Mr. & Mrs. North*, 10.9; Jack Haley show, 10.8; *We the People*, 107; H. V. Kaltenborn, 10.6.

WAC FAVORS CONTINUED VOLUNTARY COOPERATION

VOLUNTARY cooperation of advertisers, advertising agencies and media during the war years that resulted in a contribution of more than a billion dollars worth of advertising in support of home front information campaigns would be continued into the postwar era under a proposal of the War Advertising Council.

Detailed presentation of the plan, which has as its goal the use of at least 30 million dollars a year (10% of the annual wartime contribution) to help create public understanding of important national problems, is made in a booklet "From War to Peace—the New Challenge to Business and Advertising", to be distributed to top management, advertising people.

Business Briefly

(*Continued from page 4*)

the hold-over audience of *Hobby Lobby*. Agency, Wm. Esty & Co., New York.

ASSOCIATION SPOTS ● Herman C. Morris & Co., New York, has been placed in charge of a new fall advertising campaign for the Assn. for Promotion of International Understanding Inc., New York, publishers of *This Month* magazine. Spot announcements on New York stations will be used. First 13-week contract was signed with WQXR.

People

LT. COL. JACK HARRIS, formerly WSM Nashville, now radio officer on Gen. MacArthur's staff, is expected to return shortly to War Dept. for conference in connection with occupation radio coverage. Trip is described as a "quickie".

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee, appointed an airport commissioner of Los Angeles by Mayor Fletcher Bowron. Commission will administer $10,000,000 airport project.

RALPH G. TUCHMAN, formerly on news staff of BROADCASTING, promoted to captain in Army Air Forces. Capt. Tuchman is stationed at Fort Worth in the public relations office, Hq. AAF Training Command.

BRYSON RASH, public events director of WMAL Washington, American affiliate, accompanied President Truman on his weekend flight to Independence, Mo., as pool broadcaster representing all networks.

WILFRED GUENTHER, former shortwave director for WLWO, Crosley shortwave station who joined OWI in 1941 and had served as Navy lieutenant commander since 1942, returns to WLW in executive capacity.

GEORGE GRIM, Cowles overseas representative, home from ETO, reported to Boston advertising men at a WCOP luncheon in Copley Plaza Hotel, Sept. 14.

JOHN F. REEDER, vice-president and contact supervisor of Young & Rubicam, New York, resigns to become v-p and general manager of Walt Disney Productions, Burbank.

COL. K. G. MARTIN has rejoined Charles W. Hoyt Co., New York, as account executive, after 18 months overseas with the Army.

SAM GILL, former research head of Biow Co., New York [BROADCASTING, Sept. 10] has joined Sherman & Marquette, New York, as director of research.

ROBERT SAUDEK, sales service manager of American, is temporarily working with MARK WOODS, president, and CHESTER LAROCHE, vice chairman, on special sales problems. Later he goes to public relations permanently. ALFRED R. BECKMAN, from traffic, becomes sales service manager. GORDON G. VANDERMARKER and GLADYS A. YORK are new account supervisors.

Closed Circuit

(*Continued from page 4*)

requests for radio time through a clearing house. Though information men like to go direct to stations and get all time they can wangle, OWI always had an answer when they wanted to detour regular channel. The answer: Impartial selection of U. S. messages plus ability to reach listeners (694,426,000 listener impressions for week ended Sept. 2).

FCC had its inning last Tuesday before a subcommittee of the House Appropriations Committee on emergency war agencies. Fate of FBIS and RID, war-born adjuncts which have been both damned and praised, is involved, with no indication as to whether they will continue within FCC, transfer to another agency (like State Dept.), or fold.

BMB Board Adopts Seven Resolutions

BMB Board, in annual fall meeting in New York last Friday, adopted following resolutions:

1. Altered plan for supplying net audience figures, eliminating duplication where family votes for two or more affiliates of same net, and including data on affiliates not BMB subscribers. In addition to flat fee based on net time sales net would pay for nonBMB stations fee based on net payments to stations.

2. First BMB survey limited to continental U. S. and to ballots printed in English. Audience figures published without classification....

3. Substituted term "BMB Index of Station Audience" for "circulation."

4. April 1, 1946, deadline for subscription to first BMB study.

5. Adopted policy of reciprocal cooperation with Canadian BBM.

6. Station and net subscribers to BMB prohibited from becoming "party directly or indirectly to any survey purporting to incorporate method, techniques, or ballot form of BMB unless actually conducted by Bureau" or to "exert any unusual promotion to the public which might result in bias or inaccurate response to BMB ballot. No reference to BMB ballot time of survey or survey itself shall be made in subscriber's publication advertising, broadcasts or publicity."

7. Approved technique set up by BMB; authorized duplicate samples in one or more test areas, using names from two sources, to check the accuracy of method in every possible way; ruled that stations which share time or are synchronized shall have their data reported in combined form in BMB reports but with individual data furnished each station; resolved to report audience index of FM and TV subscribers separately from report on AM stations; decided to include standard foreign stations heard in U. S. will full data if they belong to cooperating bureaus, such as BBM, otherwise by call letters only, as nonsubscribing stations.

WNAX, *Yankton, S. D.*: Years of comprehensive farm service is climaxed by WNAX "Midwest Farmer Day", attracting over 60,000 to select the *Typical Midwest Farmer.*

WHO, *Des Moines, Iowa*: With one of the largest farm departments in radio, WHO has followed diligently a policy of heads-up, alert "go-out-and-see-them" farm editing.

Salute to

FOUR GREAT FARM STATIONS

XXV

Each by its own ingenuity and *know-how* has earned a national reputation for important contributions to farm radio. Such efforts explain in part radio's position of high regard among rural thousands. KMBC with its full-time farm department, its own developmental *Service Farms,* its ambitious marketcasts service has shouldered broadcasting's responsibility to that 49% of the audience in the Heart of America that is rural.

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

OF COURSE—KMBC-FM, AN EXTRA SERVICE AT NO EXTRA COST

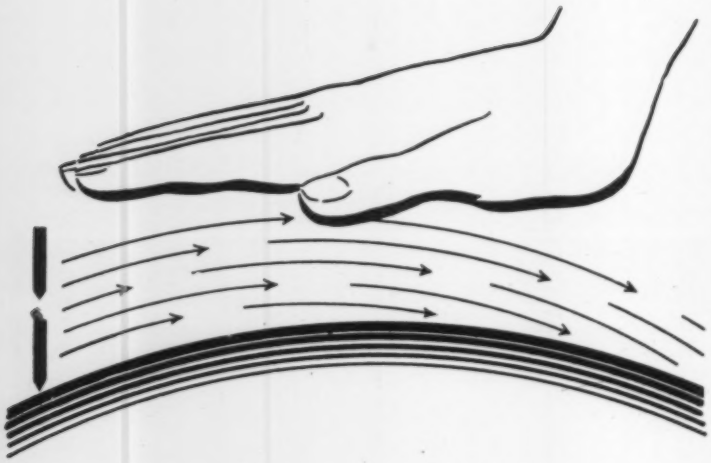
SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS

WLS, *Chicago, Ill.*: Famed for its WLS National Barn Dance—its years of friendship and kindly service to 236-County area of "Lincoln Land".

WLW, *Cincinnati, Ohio*: The Nation's Station is known far and wide for its entirely self-supporting "Everybody's Farm", through which listeners share in findings—successes and failures alike.

WKY'S BIG STICK

Squashes Sky Waves



MORE than half the power radiated by ordinary antennas is wasted in space. WKY invested nearly $250,000 to build a new radiator that would harness this lost power.

WKY's new 915-foot Franklin double half-wave antenna was designed to squash sky waves and push out signals along the ground. It is doing this now with astonishing efficiency. The signal, 646 mv/m at one mile, is 58.8% stronger than with a standard quarter-wave antenna. It would require 11,000 watts using an ordinary radiator to produce this intensity.

Field measurements are showing that Oklahoma listeners (and WKY advertisers) are profiting again because WKY had the vision and the nerve to pioneer unexplored territory.

WKY **Oklahoma City**

5000 WATTS DAY AND NIGHT
NBC—930 KILOCYCLES

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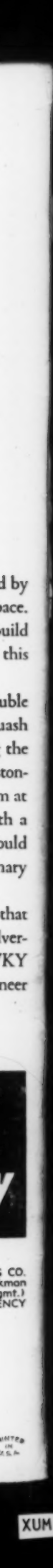
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